

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXIX, No. 6

NEW YORK, NOVEMBER 8, 1934

10



WHEN YOU HEAR THE
CUCKOO'S MUSICAL NOTE
IT WILL BE EXACTLY—



9:06 in the PARLOR
8:52 in the HALL
9:23 in the KITCHEN
8:44 in the BEDROOM

GOOD-HUMORED copy and amusing cut-paper illustrations dramatize the importance of *the right time, all the time, all through the house* in current advertising for Telechron Electric Clocks.

Warren Telechron executives consider it one of the best advertising campaigns ever prepared for their product. The public seems to find it convincing, because business is good at the Telechron factory in Ashland, Massachusetts.

N. W. AYER & SON, INC.

Advertising Headquarters: Washington Square, Philadelphia
New York • Boston • Chicago • San Francisco • Detroit
London • Montreal • Buenos Aires • São Paulo

Built
without
premiums

. . . without
insurance
policy tie-ups

. . . without
contests

. . . no
circulation
in arrears

More than
Quarter
Million

CIRCULATION

DAILY AND SUNDAY

DAILY
261,076
 SUNDAY
252,092

A¹ COVERAGE OF 39%
 OF ALL IOWA FAMILIES

A. B. C. average 6 months
 ending Sept. 30, 1934

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Vol. CLXI
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PRINTERS' INK

NEW YORK, NOVEMBER 8, 1934

This Week

LOOKING forward to a dire-fully imminent session of Congress, C. B. Larrabee, in this week's leading article, explores the land that lies ahead of the trade associations.

He believes that no other unit in the business structure is likely to be so vitally affected.

Eschewing blue-sky prophecy, he keeps solidly on the ground of logic, reasoning from accomplishments that the associations already have achieved to what may—or may not—be expected of them in the forthcoming Neo-New Deal.

Mr. Larrabee lists and expands fourteen points on which trade groups have been benefited by the Recovery Act.

Does his inventory look too pretty? Well, let those, he writes, who think that the picture "is painted in too bright colors remember that the darker colors will be put in in the second article."

* * *

The Hoffman Specialty Co., has been living with selective selling for twenty years. "And," remarks Guy Hutchinson, vice-president and general manager, "we like the way it has met the test of trying times." Surely so long a cohabitation might be expected to reveal at least a few faults. But it hasn't. Mr. Hutchinson describes the Hoffman plan of distribution and explains how it works.

* * *

The phonograph-record market isn't out. It's just groggy on its feet. Restoratives will revive it: and among the restoratives the most potent will be a wedding of quality with moderate price. E. R. Lewis, chairman of the board of Decca Records, Inc., tells how his

company, offering a 35-cent product on a big volume basis—backed by ample advertising—has undertaken to bring the market back.

* * *

Two years ago, Armstrong Cork set up a bureau to find out why dealers found it hard to realize profits from linoleum departments. E. C. Hawley, of Armstrong Cork, tells how the field study disclosed information upon which has been based a well-rounded program of sales promotion and dealer-education.

* * *

Arthur H. Little has been tangling with catalogs—and one of them nearly got him down. Except, however, for a few scratches, he emerged unharmed enough physically and calm enough mentally to write a practically unbiased report on and analysis of catalogs for 1935.

* * *

"We," announces W. A. Metzger, "have completed a guinea pig advertising experiment." Mr. Metzger speaks for the Royal Typewriter Company, whose portable department he heads. A year ago, Royal selected six dealers, each of whom had been doing an average business. To three of these, the company said: "We want you to make an experiment—to go crazy and advertise. You'll lose nothing, but we'll all learn something."

To the other three, looked upon as "controls," the company said nothing special at all; and of these, nothing special need be said here, for they accomplished nothing special.

Of the three encouraged advertisers, one increased his sales by

400 per cent, one by 700 per cent, and the third by 1,400 per cent. Result? Obviously a campaign to "sell" advertising to all the dealers—a campaign based on the experimental increases.

* * *

And now radio confronts a matter that is old stuff to magazines and newspapers—**libel**. But how, since radio material is disseminated orally, does libel enter at all? Why not slander? The answer, presented by Isaac W. Digges, of the New York Bar, sets forth interesting lines of legal reasoning—and drops a hint or two about how far a radio advertiser may go in calling his competitor's product a mess of junk.

* * *

Santa Claus is writing collection letters. Carl L. Martin, assistant treasurer of the Monticello Cotton Mills Company—and he admits, incidentally, that he's sentimental—alleged himself with St. Nick in col-

lecting a stubborn account. The letters are quoted in full under the title: "**Sentiment in Collections.**"

* * *

The **Continental Oil Company** lends its advertising home-town atmosphere in 156 communities * * * **Gas companies** in five States cooperate in merchandising drive for appliances * * * Under non-advertising books for advertising people **the Bible still leads.**

* * *

This week, the **Schoolmaster's agenda** include: a method by which pickers of hair pins are enabled to pick the right colors, short-copy coupons, advertising by street railway companies, and the laxity of advertisers in answering inquiries.

* * *

The **editorials** discuss: food and drug legislation, the wind-up of Henry Ford's depression, the garrulity of advertising men, and the views of Alfred P. Sloan, Jr., on who are the real bosses of business.

CONTENTS

Associations Under NRA.....7	Sentiment in Collections.....63
C. B. LARRABEE	
Selective Selling Stands Test of 20 Years.....15	Books for Advertisers.....65
GUY HUTCHINSON	
10 Basic Factors of Success in Retailing.....21	Radio Broadcast and Libel.....73
E. C. HAWLEY	ISAAC W. DIGGES
Doing Nicely, Is Word from Proprietary Camp.....31	Catalogs for 1935.....78
EDWARD H. GARDNER	ARTHUR H. LITTLE
Localizing the Campaign.....41	Labor Offers Market Help.....88
WESLEY I. NUNN	
And Then Dealers Advertised...45	Utilities' Joint Campaign.....94
W. A. METZGER	
Rebuilding a Market.....53	Editorials.....104
E. R. LEWIS	
	November Magazine Advertising.....108
	The Little Schoolmaster's Classroom.....114



PEOPLE in Rhode Island paid \$6,125,959 in taxes to the Federal Government on income received during the fiscal year ending June 30th. This represents a gain of 18 per cent above the previous year. The national gain averaged only 9 per cent.

Percentage Increase Exceeded By Only One State

Miscellaneous Federal Tax payments in Rhode Island totaled \$5,412,520 as compared with \$1,207,890 in the previous year, a gain of 348 per cent. In only one state, where the increase was 365 per cent, was this gain exceeded. For the country as a whole miscellaneous tax collections increased but 70 per cent.

Providence Journal & Bulletin

C. H. EDDY Company, Boston, New York, Chicago

R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles

HEADLINES from Milwaukee

(Reproduced from October issue of The Milwaukee Journal)

"Milwaukee Payroll Gains Double U. S. Average"

"Factory Payrolls 27% Above '33"

"Municipal Bonds Selling Over Par"

"Building Permits Double in Number"

"Bank Debits Up Millions Weekly"

"Vacant Homes Are Filling Up"

"Farmers Have Most Money Since '31"

"Telephones Again Show Increases"

"Milwaukee's Car Loadings Continue Gain"

"New Car Sales in Record Gains"

**Ask a representative for the whole story on
the growing sales opportunity in Milwaukee.**

THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

Associations Under NRA

Fourteen Ways in Which Recovery Act Has Been of Benefit to Trade Groups

By C. B. Larrabee

WITHIN a few weeks Congress meets. Its session will be, for business, one of the most important in the history of this country.

Many New Deal policies will be rigidly overhauled. The National Industrial Recovery Act will be gone over from stem to stern. Upon the decisions of Congress depend the future course of many business policies.

Perhaps no single unit in the business structure is likely to be so vitally affected as the trade association. Therefore it is important that the associations take a thorough inventory of their position.

They must know where they stand and should have a reasonably clear picture of what they want for the future. What they want and what they will get may be entirely different; however, without a well-charted course to present the associations are likely to fall far shorter of their ultimate objectives than will be the case if they know where they want to go.

When NIRA was passed, associations seized upon it enthusiastically as the Golden Gate to the Promised Land. Disillusionment was not long in coming. Within a few months association workers could match their despondency with that of the brokers who sat futilely in their offices waiting business that never came.

During the last few months, however, there has been a reaction and the whole association movement is today in a position to make a fairly honest analysis of its present position. It is a position with many contradictions. No one man will agree with any other as to the exact status of the co-operative movement. However, in spite of contradictions and disagreements, it is

possible to discern with some clearness a picture of associations under NRA.

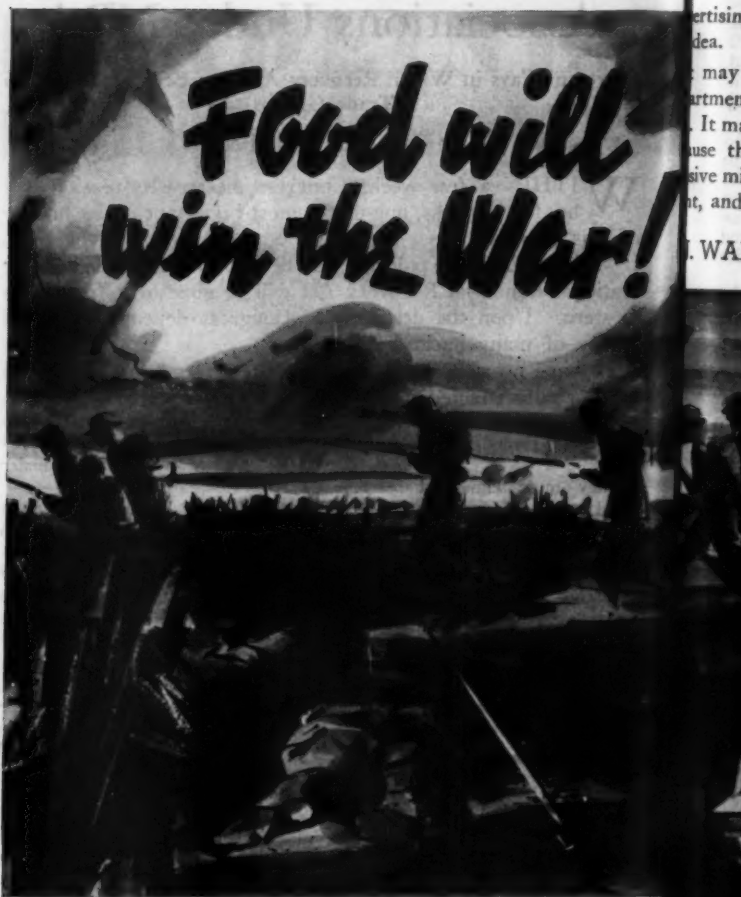
As an aid to building this picture I recently sent letters to a group of association executives and business leaders, asking them for their frank, confidential views on the place of the trade association in the present scheme of things.

Obviously there was much divergence of opinion. It is possible, however, on the basis of these statements to show certain ways in which associations have been helped and certain ways in which they have been harmed.

The present article will discuss the first phase, how they have been helped. A second article will take up the negative side of the question.

A word of caution is due readers of this first article. Many of them will be inclined to protest that the picture is being painted with too bright colors. They should remember that the darker colors will be put in in the second article.

For instance, there is no point in this article in discussing the conflict between code authority and associations. This conflict has undoubtedly strengthened some groups,



Of the 1917 wheat crop in the United States, 7 times as much was exported as could have been if consumption in this country had been normal.

Monthly exports of beef and pork in 1918 ranged up to 220% greater than the previous year, and up to 830% greater than in 1914.

Corn exports greatly increased. Sugar was diverted to Europe. Milk, fats, all the basic necessities showed the same trend.

Because millions of old ladies and children and gray-haired men became, in their own minds, soldiers on the battle front. They knelt in the trenches ("No sugar in my

coffee!"). They advanced under the banner ("No meat today!"). They cleaned out machine-gun nests ("Eat every bite, but remember, food will win the war!").

Food will win the war—and a nation had never heard a rifleshooter volunteer changed the habits of a lifetime.

THERE is no measuring what a commonplace people will do for an idea. Every crisis in history has a lesson. Yet millions of dollars' worth

ertising goes to market without
idea.

It may please the manufacturing
department because the facts are cor-

It may please the sales manager
because the coverage runs into im-
mense millions. But *people* are what
it, and people can be influenced

quickly only through their emotions.

Advertising prepared by J. Walter
Thompson Company goes to market
armed with a basic idea, or it is un-
satisfactory to this agency. It is unsat-
isfactory because long experience with
the widest range of products has proved
that it doesn't pay.

J. WALTER THOMPSON COMPANY • ADVERTISING ☆

U. S. MENU 1918

1 meatless day a week

1 wheatless meal a day

No young lamb No veal No young pork

2 lbs. sugar per person per month

No butter in cooking No second helpings

No eating between meals

No refreshments at parties

No afternoon teas

25% wheat substitutes in flour

"Victory" Quick Bread ($\frac{1}{2}$ wheat substitute)

"Victory" Pie or Cake ($\frac{1}{2}$ wheat substitute)

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while it has practically put others out of business. Because of its negative effect in so many cases it will be discussed at more length in the second article.

1. NRA'S most general contribution to the association movement has been in increasing the membership of co-operative groups. This has been true even of the strongest associations.

Groups that were never by any stretch of the imagination representative of their industries have added membership which has made them truly so. Groups that were able to boast that they were representative have been enabled to take in membership from the fringe of small manufacturers who are always mistrustful of majority industry opinion.

There is almost unanimous agreement among men in the association field that NRA has played an important part in building up strong membership.

Associations' Financial Status Much Better

2. The majority of associations find themselves with a much stronger financial structure than ever before.

Association executives report better and prompter payment of dues with more members paying. In many cases groups have been able to raise the dues substantially. This has been particularly beneficial with associations that have struggled along for years with limited budgets.

Many associations have not felt the full benefit of this increased financial stability because they have been forced to spend most of their money strictly on code work. This has allowed no appropriations for trade extension or other important activities. Leaders hope, however, that in the future when the code burden becomes less onerous they will be able to reach a point where they can devote more time to sound functioning of their groups.

3. Code building has forced many business men to get a new picture of the co-operative movement.

A well-known trade executive says, "The greatest benefit of NRA

to the association has been the authorization to bring under the jurisdiction of the code agencies all operating units of the industry and to assess those units proportionately for the cost of maintaining the association.

"Great numbers of men who have never before felt the urge to co-operate in movements for the welfare of their industry have been brought by this means to take an interest in their association and have been brought in contact with their competitors.

"This has resulted in the development of a larger horizon and a better understanding of the individual's place in the industry, particularly the dependence for success of the individual operation upon the welfare of the industry as a whole. In other words, the operation of the codes has lifted out of the rut a great many individuals who had no vision of their industry as a whole, and has educated them into the advantages of co-operative effort through self-government."

Many former non-co-operators have found that, after they have taken the first icy plunge, co-operation doesn't hurt and frequently helps: There is no question that unless there is some marked change in co-operative policy many of these individuals will continue their interest in group work.

Has Increased Scope of Trade Groups' Work

4. A number of associations have been forced into types of work that they avoided hitherto to their disadvantage. This is particularly true of those groups that have ducked labor problems, leaving them up to the individual and not to the industry.

Many of the competitive abuses of the past were due to bad labor policies. This kind of thing snowballs as it goes along. To change the figure, like an infectious disease it spreads throughout an industry.

NRA has forced groups to look upon labor from a co-operative angle.

The head of a large company
(Continued on page 98)

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SWORN

The sworn circulation statements recorded with the Post Office Department of the U. S. Government show that:

The Sun made a larger gain in circulation (comparing the twelve months ended September 30, 1934 with the previous twelve months) than

any other standard size New York newspaper . . . both in the number of copies gained and in the percentage gained.

The Sun's daily net paid circulation for the twelve months ended September 30, 1934 was 304,682.

The  **Sun**
NEW YORK

Naval Interchange

ALLEN, RUSSELL & ALLEN
Insurance
HARTFORD, CONN.

Editor of PRINTERS' INK:

A very close friend of mine in the advertising business sent me a copy of PRINTERS' INK for October 18 and asked me to read, carefully, your "Save the Quotes for Dialog," with particular attention to the part about George Miller's friend in the Navy.

The writer, having had almost precisely the same experience, with slight changes in detail, was extremely amused. However, you got the seaman's remark slightly wrong. The boy came up from the engine room to me, I being the knowing junior officer of the deck, standing the first watch of my life, the first officer being fast asleep in his room; and the boy said to me: "Water coming in the engine room, sir. What shall I do?" I, feeling my high position, told him to go back to his post and wait for further orders. However, we sank.

I am curious to know where you got the story.

DOUGLAS T. SMITH.

Answer by Mr. Miller and Mr. Little, Mr. Little the Intermediary:

And thus are shipmates brought together. There was only one *Vaterland*, and only one *Vaterland* sank at the Brooklyn Navy Yard. Aboard her was only one Douglas T. Smith, who was her junior officer of the deck.

George Miller—who, by the way, told me the story—and I both stand corrected as to the seaman's exact words, but both feel that the shorter form—"Sir, the ship is sinking"—seems to lend to the episode certain desirable qualities of spirit, sprightliness, and surprise.

And you, Douglas Smith—although you may have forgotten—were bos'n's mate on *U. S. S. Atlantis*, on which George Miller, who now is an advertising man sometimes known as Aesop Glim, was cook.

Testimonial Flare Back

HAS Crawford Burton been barred as an amateur rider because he endorsed Camel Cigarettes? This would seem to be the fact according to newspaper reports which credit Frank J. Bryan, secretary of the National Steeplechase and Hunt Association, with a statement that the stewards of the association had decided that Mr. Burton had violated the standards of amateurism.

The advertisement in question

appeared both in newspapers and magazines. Magazine copy featured his picture in racing colors. The advertisement in question probably has been as widely commented upon outside of racing circles as it has been within that immediate group.

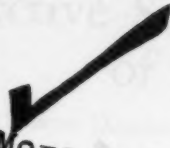
Except for the statement attributed to Mr. Bryan, no official reason has been made public for revocation of Mr. Burton's certificate as an amateur.

R. H. Grant Made G-M Director


Richard H. Grant, vice-president of the General Motors Corporation, has been elected a director. He was formerly vice-president and general sales manager of the Chevrolet Motor Company and, for several years, has been in charge of General Motors sales and advertising. O. E. Hunt and O. E. Wilson, vice-presidents, also have been elected directors.

Join Ruthrauff & Ryan

The following additions have been made to the Pacific Coast staff of Ruthrauff & Ryan, Inc.: F. O. Narveson joins the Los Angeles office as an account executive. He was formerly with the Dan P. Miner Advertising Agency and the Carnation Company. Miss Frances Records, formerly with Lord & Thomas, has been placed in charge of copy.



More automobile advertising
has appeared in The New
York Times in ten months
this year and each year for
the last 18 years, than in
any other New York news-
paper.



New-car buyers in New York City are
reached in their homes at lower cost per
car through The New York Times than
through any other newspaper.—From the
Polk Consumer Census.



FIRST*

● More automobile buying homes. More coverage in neighborhoods that can afford automobiles. As far back as the records go, more advertising than any other Chicago daily paper—over 40,000,000 more lines of display during the last fifteen years than the second Chicago daily and carrying more today. . . . But how about **AUTOMOTIVE LINAGE?** . . . All right—here are the figures (authority Media Records, Inc.): During the first ten months of 1934 **THE CHICAGO DAILY NEWS** carried 519,808 lines of total automotive advertising, the Chicago American 505,098, the Chicago Daily Tribune 390,694, the Herald and Examiner 147,112 . . . Meanwhile, just one more thought: The Chicago Daily News stands pledged to fight for the legitimate needs of the automobile industry, against discriminatory taxation, for good roads, etc., and at all times stands ready to print whatever in the way of **REAL NEWS** this great industry creates.

**THE
CHICAGO
DAILY
NEWS**

—Chicago's Home Newspaper

★ In the first 10 months of 1934 . . . and in every year since 1924 . . . The Daily News published more passenger car advertising than any other Chicago daily newspaper.

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

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Selective Selling Stands Test of 20 Years

Hoffman Distribution Plan and How It Works

By Guy Hutchinson

Vice-President and General Manager, Hoffman Specialty Co., Inc.

SELECTIVE selling, of the sort which seeks out the most direct and efficient channel from the manufacturer to the consumer, is no novelty to our company. We have lived with it for twenty years—since the founding of this business—and we like the way it has met the test of trying times.

Rightly conceived sales policies are a constant source of satisfaction. They wear well. They gain strength and sureness in use. They respond like a well-built machine to the demands that are put upon them. Once installed, in well-thought-out form, such policies run smoothly on—needing only to be fueled with effective advertising and promotion, plus a burning desire to create business.

In recent years some manufacturers, hungry for sales and blinded to the future, have become sufficiently short-sighted to look only to today's dollar—ready to make a sale to anybody, just to make a sale.

But it is impossible, they have learned, to do a faulty selling job and forget it. Wrong sales policies have a way of coming home to roost. They are likely to result in a troublesome accumulation of products in some neglected part of the distributive channels. In their train they may leave vocally disgruntled users, particularly if the product is one requiring a knowing touch in its installation.

Manufacturers—likely enough just because they are manufacturers and thus are naturally production-minded—seldom neglect to keep an eye on the straight-line flow of production or the process-by-process inspections that insure a good product. Likewise it behooves them to give sufficient thought to

distributive selling, which must also proceed in a straight line and unimpeded and which must also be “inspected” at the different stages if the product is to flow steadily and satisfactorily to its destination in consumer use.

That is why the products of highly efficient manufacturing plants are sometimes shunted off from the natural and proper channel of distribution into by-passes and slumps. In a narrow sense such products may be said to have been sold, for the factory has received payment for them. Actually, a sale which stops short of the consumer is just as incomplete as a product which is carelessly shoved off a worker's bench before it comes to the end of the production line.

Fortunate in Principal Product

In avoiding such mistakes perhaps we were fortunate at the start in having a principal product—air and vacuum valves for radiators—which demands a certain amount of know-how in installation, if the best results are to be obtained. A vacuum valve cannot give its best service to the user if the heating system is leaking air in other places, such as around supply valves, water gauge glasses, or safety valves.

With any appreciation of our responsibility to the consumer, we could not take such a product and—after advertising what it would accomplish in fuel-saving if properly applied to the heating system—dump it upon the counters of retail stores. When he organized this company, therefore, George D. Hoffman instituted the policy of selling *only* through the channels of wholesalers to plumbing and

heating contractor, to consumer. All our products—which include, in addition to the valves already mentioned, supply valves, traps and vacuum pumps—are as strictly confined to such channels as is possible by the means we have been able to devise.

In keeping with this plan, Hoffman specialties have never been sold by us, or with our consent, to purchasing companies, or mail-order houses, hardware, "Direct-to-You," or department stores. Not that we have any quarrel with such retail outlets, but they are not usually qualified to recommend the proper types of equipment or advise as to their correct application. We further believe that these types of outlets perform no useful function in the sale of our products which is not better performed by the heating and plumbing contractor. In this we are not unduly restricting our sales opportunities, for there are now some 2,000 plumbers in America who have well-located showrooms and display windows in the shopping areas.

But we are extremely concerned in the maintenance of the favorable opinion of our products in the minds of the public. While our specialties are sold as commodities, they are designed to give the user a service which can only be assured if they are installed by those skilled in their application.

List Is Constantly Improved

To insure confinement to these desirable outlets, we sell only to a selected list of generally recognized wholesalers, giving us national distribution in every important trading area. Although this list is an old-established one, it is continually in the process of weeding out and building up. Wholesalers are selected for credit standing, for their knowledge of selling heating appliances such as is revealed in their demonstrated merchandising ability, for the coverage they provide, and for their adherence to our policy of selling exclusively to plumbing and heating retailers.

We have always strongly advo-

cated and endeavored by every lawful means to have our suggested re-sale prices maintained, in order that every sale of our merchandise may yield a fair margin of profit to the wholesaler and contractor. Our price lists to the trade now publish a suggested selling price to the consumer on sales of valves "over the counter." We recommend, however, that the heating contractor sell all items in the Hoffman line *installed*—at a price established by taking his cost of material and labor, adding for overhead, and then adding a reasonable profit on each particular installation. Incidentally, prices on our line now average 20 per cent below the so-called "normal price level of 1926."

A Partnership in Four Parts

Because of this set-up, which is built upon a mutuality of interest, we have come to think of our selling policy as a partnership proposition—in four parts. Recently we have pictured it, in our advertising to the trade, using the headline, "A Good Policy for You and for Us." In diagram form, with some of our products shown in between, the four parts to this partnership stand strongly forth. They are: Hoffman Specialty Co. . . with its "products of highest quality"; *plus* the Selected "Hoffman" Wholesaler . . . from whom our products are "readily obtained from local stocks"; *plus* the Contractor . . . "with correct application"; which *equals* the Consumer . . . with "lasting satisfaction."

I can say without hesitation that it has been a good plan for us all these years. It is a policy calculated to work to the mutual benefit of all partners in reaching the prudently attainable maximum of business under all conditions.

There is evidence, in his willingness to support the manufacturer who supports him, that it is a good plan for the wholesaler. It seems to me that the wholesaler is beginning to realize more and more the economic soundness of adopting one line for a certain product, and confining his sales efforts to that

line—provided, of course, that the line covers the desired quality and price range. Then, instead of having money tied up in different brands and aggressively merchandising none, he can concentrate on one line.

His sales force reacts favorably to such a plan. No longer suppliers of any brand the dealer may want or ask for, they can go out and do a real and a satisfying sales job on one product which they have learned how to sell. Good salesmanship does not flourish when a man has to thumb over and over again through an endless portfolio, repeating parrot-like, "Wha'da'ya want? Wha'da'ya want?"

Plenty of Sales Co-operation Provided

We provide every possible sales co-operation for our wholesalers and their plumbing and heating retailers, not only through our national advertising but also by means of mailing pieces and letters to turn up prospects and give the initial impulse to the buying urge.

Our own salesmen are primarily educational and contact men, working with wholesalers and contractors. They are really heating engineers and capable service men doing an educational job. They contact wholesalers' salesmen regularly, but entirely from the educational angle. For instance, in Buffalo, our zone sales manager covers the wholesalers as to business relationships—stocks, orders, shipments, etc. Our salesmen in that zone hold meetings with wholesalers' salesmen, advising them on service and installation problems and standing ready to help out on technical angles whenever there is a tough sales nut to crack.

With a product such as ours, we consider all this as a legitimate part of the selling function. Every time we put a stock of our products in a new wholesaler's place our salesman becomes, you might say, a part of the bill of goods. He goes in and meets with the jobber's salesmen, shows them how the valves work (and for this purpose every one of our salesmen carries a demonstrating machine, which is

a miniature boiler, with pressure gauge and glass front, through which the actual working of our valves may be seen), and shows them how to sell to the installation men.

At this point in the distribution of our product, we are equally insistent upon two things: first, that the wholesaler shall carry an adequate stock to supply promptly his territory's normal needs; second, that the stock shall move fast. We put strong emphasis upon the fact that from where we stand a sale is not a sale until the consumer has the product in use. Our products were developed to fill consumers' needs—not warehouses. And a wholesaler who does not get turnover, turns up missing from our selected list.

The important thing in this partnership spirit is that each does his part to maintain it—the company, the wholesalers, the contractors—to the end that the product may give satisfactory service. But to give that service the product must fulfil its destiny as applied to somebody's heating system. The incentive to keep the ball rolling is found in the share which each takes in the profit. And even the consumer, in a very direct way which we have always pointed out in our advertising, gets his share in the profit through fuel savings.

All Factors Must Pull Together

The reason for selective selling is to assure just such results. But its effectiveness can only be maintained by seeing to it that all pull together. We keep our products under close inspection control during production—every single valve is tested in operation before it leaves the factory, under steam, water and air pressure. That is merely good sense applied to manufacturing. But why stop there? We also "inspect" our channels of distribution and insist that they meet the test of resultful efforts. Our set-up is designed for co-operative efforts and if they are not forthcoming it is a simple matter to drop a delinquent member from the partnership. And it is also

rightful that the most efficient parts of the working whole should garner the greatest rewards.

For our part, we follow through relentlessly on prospects who come to light through inquiries resulting from our advertising or direct-mail efforts. On heating engineering prospects—which are in a class by themselves—literature has already been sent when we receive postcard inquiries. These returns are immediately dispatched to our salesmen who are instructed to get in touch with the prospect within one week. But our salesmen never sell anything direct; they call in the wholesaler's man. If our salesman cannot reach the prospect within a week's time, he promptly passes the information along to the wholesaler.

On consumer inquiries we used to rotate names among plumbers and contractors, but found that impractical. For instance, in a city like Cleveland, when it might be a certain plumber's turn to get the next inquiry, that inquirer might be located away over on the other side of the town and after making a long tour over there the plumber might find that it was just another school boy collecting catalogs. Our plan now is to rotate consumer inquiries through the wholesalers who are able to select a competent plumber close to the inquirer.

All our wholesalers are supplied with a book of duplicate forms for inquiry records. The original is mailed to the installation man, while the duplicate becomes a

permanent record for later checking by our salesmen who follow through to the plumbers, reporting back to headquarters on the outcome of every inquiry. No follow-up system, of course, is 100 per cent efficient—in the human nature of things. But that is no good reason why the manufacturer should not shoot for the highest possible percentage.

All our consumer advertising is conceived to pull inquiries, and every piece of copy carries a coupon—this season it reads: "Send me free booklet and complete information about Hoffmanizing on easy terms," for our selling plans are now, of course, geared up to the National Housing Act. With variations, the copy always tells the simple story of "more heat for less fuel."

We limit the story to what the product will do because the working of our valves is a concealed operation—something which takes place inside the valve and out of sight. The consumer, we take it, is a judge only on things he can see, smell, feel, taste or hear. So far as he is concerned the local heating and plumbing contractor is the "village doctor" on such problems. In effect, therefore, and in varying phrases, all our consumer copy says "Ask your contractor."

From the outset we have considered the installation men as the keystone in our selling arch. Hence our greater weight of business-paper advertising.

* * *

Statement on Camel Account

Published reports and rumors have been circulated to the effect that a change is contemplated in the advertising agency representation of Camel cigarettes. To answer authentically inquiries as to the truth, **PRINTERS' INK** wired the R. J. Reynolds Tobacco Company, which made this statement: "Answering your wire. We are not contemplating making any change in our present advertising agency connections. Any reports to the contrary are untrue."

* * *

With Station WXYZ

George W. Bolling, formerly with Hays MacFarland & Company, Chicago agency, is now with WXYZ, Detroit.

Advertising Fund for Virginia

A general committee will be formed to raise an advertising and publicity fund of between \$100,000 and \$250,000 for Virginia, it was determined at the closing session of the eighth annual conference of Virginia advertising and publicity executives sponsored by the Virginia State Chamber of Commerce. J. Winston Johns, of Charlottesville, was named chairman of the committee.

* * *

Pumphrey Joins NBC

P. H. Pumphrey has resigned as radio manager of Fuller & Smith & Ross, Inc., at New York, and has joined the production department of the National Broadcasting Company, New York.



79,289

READERS

prove these 5 big facts . . .

(See following page)



...1st big Fact

More than 49,000 families in Indianapolis and Marion county receive regularly no daily Indianapolis newspaper other than The News.

2nd big Fact

The News has dominant circulation in ALL income areas, thereby providing a responsive audience for either mass-purchase or class-purchase merchandise. (The city was divided into four income areas as established by government census reports.)

3rd big Fact

The News reaches regularly nearly as many homes in the upper income areas as both other daily Indianapolis newspapers combined.

4th big Fact

The News, alone, reaches nearly 72% of the total income of Indianapolis.

5th big Fact

The News is preferred for its advertising by a greater percentage of regular readers than both other daily Indianapolis newspapers combined.



These BIG FACTS are based on the survey of newspaper home coverage, completed by Management Institute, an independent, fact-finding organization, in February, 1934. This research, probably the most thorough of its kind ever undertaken in a city the size of Indianapolis, involved personal interviews with the buying heads of 79,289 families—representing over 76% of the entire population of Indianapolis (within corporate limits). Ask a News representative for detailed information.

THE INDIANAPOLIS NEWS

• SELLS THE INDIANAPOLIS RADIUS •

New York
Dan A. Carroll, 110 E. 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

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10 Basic Factors of Success in Retailing

How Armstrong Dramatizes Dealer Educational Work

By E. C. Hawley

Armstrong Cork Company

DINNER meetings in every major city in the country, ninety-four of them; a 156-page book based on two years of intensive research; a five-reel talking movie. Those three items indicate the scope of the Armstrong Cork Company's new program to help linoleum dealers become more efficient. Back of it lies the company's desire to build retailer's profits through modernization of merchandising and management methods.

Two years ago the Armstrong bureau of retail merchandising was organized to investigate linoleum retailing and to collect, develop and disseminate information regarding good practices. Its big job was to find out why many dealers had such a hard time making linoleum departments earn a satisfactory profit. In common with many another line of merchandise, linoleum was being roundly criticized by dealers because profits were often low, sometimes non-existent. Although depression conditions were partially responsible, all the blame could not be placed there.

Building upon the mass of information acquired by the company's operation in the field, the new bureau began its task of assembling old data, checking them for current application, adding new facts and developing a plan that retailers could use.

Study of many typical cases indicated that the causes of unsatisfactory retail operation varied widely. No simple formula could hope to find universal application. Consequently the task became two-fold. First a retailer must be given a method by which he could analyze his own business and find out where his weaknesses were.

Having found them, he must be told what cures would prove most effective. First diagnosis, then cure. That became the bureau's working platform.

Both objectives were reached through a book, "The Armstrong Manual of Management and Merchandising." This book covers all phases of retail operation on linoleum. It divides the subject into "10 Basic Factors," all of which are cited as essential to operation. They are set down as:

1. Management
2. Departmental Arrangement and Display
3. Salesmanship
4. Window Display
5. Advertising
6. Development of New Business
7. Price Policy
8. Buying and Stock Control
9. Installation Service
10. Accounting Practice.

Each basic factor is given one section of the book. The chapter describes various practices, gives the findings of the bureau in regard to their comparative effectiveness. No detail is spared in covering the subject completely and in making the matter presented applicable to a wide range of varied conditions.

At the end of each chapter there is a "check list" covering the particular basic factor discussed. This check list serves as the foundation of the business analysis method suggested by the manual. The retail executive checks his own operations against this list of questions and then rates his performance by giving it a percentage. This percentage is transferred to an "Analysis Summary," inserted

More buying power to you — Thanks to

THESE LEADING AMERICANS

30 YEARS

40 YEARS

50 YEARS





Mr. and Mrs. Thomas Morton and Family

Why do we call the Mortons "These Leading Americans"? Because they're in the age range of the 30's and 40's, who, economists say, are now earning the bulk of America's income. Unquestionably, they have the money to buy. And what's more important: Confident of their futures, they have the inclination to spend.

The Chicago American has more concentrated circulation among These

Leading Americans than any other paper in Chicago. And naturally so. The American is edited for men and women who want terse, accurate news and dramatic picture presentation. In a word, readers who want action in their newspaper.

Advertisers get action from the American, too. The substantial lineage gains for the first nine months of 1934 prove it. The American led all Chicago daily newspapers in Total Paid Advertising GAIN—over one million lines gain as against a loss of 88,150 for the second evening newspaper.

A word to the wise is—Advertise to The Leading Americans. **THEY MEAN BUSINESS.**

CHICAGO AMERICAN

. . . more Buying Power to you

NATIONAL REPRESENTATIVES: Rodney E. Boone Organization

in the back of the book. When the retailer has gone through the manual, factor by factor, the percentage ratings on each give him a picture of his own operations. The standards against which his checking has been done serve as a basis for analysis and at the same time they indicate the direction which must be taken in correcting weaknesses disclosed by the analysis.

As finally published, the manual is 156 pages in length, case bound, profusely illustrated and printed in two colors. After publication the problem became one of being sure that dealers would read it and use the information it contained. At best the study of so large a book appeared formidable. It was plain that a merchant would have to be well sold on its merits before he could be expected to expend the required effort.

To "sell" the book a five-reel talking picture was made. The story told in this picture has the manual as its motivating force. The drama begins in a profitless store. Then the manual comes into the picture and step by step the audience sees every phase of the business being analyzed, weak-

nesses being discovered, and the proper cures applied.

The movie contains no dull preachments, no direct promotion of products. Writing and direction had the utmost reality as their objective and every element that might conceivably be challenged on the ground of believability has been scrupulously eliminated. As a safeguard of reality and to secure the greatest possible dramatic value, a cast of exceptional merit for a commercial picture was assembled. All of the leading characters are either Hollywood or Broadway stars or featured players.

First showings of the picture have established the value of this striving for reality. The reaction of retail department managers has shown that they are throwing themselves into the same character as portrayed on the screen. This transposition not only heightens the value of the story, but also gives the retailer a definite mental image of what his future action should be—an image strong enough to remain as a constant guide.

To heighten trade interest in the book and to present the movie under the best conditions, a series of dinner meetings was arranged, the



Woolley displays is one of the very important exhibits of the last section. Having improved with the buying public. Without the reasonable, increased use of *Woolley* as an important element in the collection of the collection.

Each a policy is a tremendous obstacle to successful operation. This fact is proved by the most successful departments. Nearly every such case reveals at least a fairly generous use of window display.

SECURE YOUR WINDOW SPACE In the large and even moderate sized store there is always strong competition for window space. These discount measures is constantly battling

for more and better space. The managers of the land surface department must enter this competition and make certain that he gets at least 50% of the share of window space.

It quite frequently happens that those in charge of the allocation of shelter space unduly underestimate the importance of the head surface department. In not such case a more sensitive object to a window on fireproof on the grounds that the total volume did not justify it. The department manager did a little quick investigating and found that in six months two windows had been devoted to kitchen cabinets, on four in which total cuts were less than 10% of the other of fireproof during the same period. This evidence proved a real impetus to the more correct and sensibly shared and laid.

Superman has shown that window displays are most easily created when they are part of a definite promotion plan. One message, for example, encountered considerable difficulty in convincing the display manager that he should have window display space. The department manager's only argument was that he had not been getting his share. Then he began to develop promotions involving newspaper advertising, departmental displays, special sale plans, and, of course, window displays. Thus his arguments for window display space became

debate and tongue. The display message gave him much more consideration and he was right in doing so, for window display, like every other form of advertising, is more effective when it is directed at a conscious observation.

SCHEDULE WINNERS It is good practice to set debate dates and locations for window displays as far in advance as possible.

WINDMILL DISPLAYS
THAT KISSING BUSINESS

There is only one test of a good window display—does it bring in the business? To this it must first attract attention, then arouse interest, and finally create the desire to buy. Both of these conditions are accomplished this and most in an idea—and hint of all a single thing—which can be demonstrated in the window. Some good can be done by simply showing merchandise, but inconspicuously more effective is the window that does more than show goods, the window that demonstrates and beautifully creates the profitable mind and gives a new desire.

One of the best examples of the effectiveness of the latest window display is compared with an ordinary "show-room" treatment is found in the comparison of a prominent downtown department. The first (left) window is a window in which the display consisted of a grouping of dolls with a sign emphasizing price and the value addition of garments to be found in the store. A careful study was made on all customers during the week to determine how many had come to buy as a result of the window. A few weeks later a second window was placed on display. This time a large sign on the three-

...Your kitchen should be green." Exchanged photos.

These displays of the materials all sportsmen know are not only highly beautiful, but also very useful in supporting decision guidelines. This particular evidence was created by the Students of Public Works Co. of Moscow, Ohio.



Stephen Douglas, of the American all-male franchise. Because they are only English teachers, obviously he also cannot teach in supporting American institutions. The particular version was created by the British, of course, since it is of British origin.

Two pages from Armstrong Cork's 156-page book designed to make linoleum dealers more efficient

full schedule covering practically every city in the country of more than 100,000 population in addition to a number of other trade centers of lesser population. To these "merchandising clinics" store executives are being invited from the area surrounding each city as well as from the city itself.

The standard meeting program calls for a dinner at a leading hotel, the showing of the movie, a short talk by an executive of the bureau, and the distribution of the books to those present. Nowhere in the meeting is there any direct promotion of the company's products. All emphasis is thrown on an impartial and fact-founded approach to merchandising.

These meetings are being handled by two road-show units, each covering approximately half of the country. Each unit conducts a show five nights in the week except where traveling distances prevent a single day's jump between cities. Two men handle each unit. One is a chauffeur and motion-picture operator, the other acting as unit manager and speaker at the meetings. The units travel in light delivery truck and carry all projection apparatus and stage equipment with them.

Motion-picture projectors are of a standard 16 mm. design but speakers and amplifiers were especially designed for this service. Each unit carries duplicate equipment to prevent the possibility of losing a showing through mechanical failure. Turntables are carried and the amplifying system used to provide music during the dinner hour. The motion-picture screen used is eight by ten feet in size and of a special design in order that the screen and all supports and draperies may be carried in a box measuring five feet long.

The schedule of showings began in late September and the major cities will be covered well before Christmas. Following the meetings in each city, regular salesmen begin the task of covering outlying cities and of reaching major city merchants who were not in attendance at the clinics. For this work portable projectors are provided and showings are being made

in offices, on store floors, or in any other convenient place. As these showings will be carried on in conjunction with regular sales work, it is anticipated that several months will be required before complete coverage will be obtained.

The character of the whole program and the scope on which it is being carried out naturally involves a sizable budget. However, the large number of stores being reached makes the cost per store reasonably low, particularly in view of the power of the presentation.

One of the compelling reasons back of building so extensive a program was that it was regarded as highly desirable to secure attention from top executives in department and furniture stores. The investigation showed that lack of interest on the part of store officials was a very definite reason for inadequate merchandising performance in many cases. Consequently a strong bid is being made for the attention of these executives. Attendance at the meetings and advance reservations indicate that this purpose is being well accomplished.

Emphasis on Management Phase of Retailing

As contrasted with most projects of this character, the program is confined almost exclusively to the management phase of retail operation. Training of retail salesmen and specific instruction in definite sales methods has been left to be handled by other projects. This concentration on departmental management—the viewing of all material through the eyes of the manager—has its reward in the high state of interest with which the program is being received.

The broad scope of the manual, covering as it does all phases of operation, serves to tie together in their proper relationship a number of individual specialized releases of the Armstrong bureau. Previous publications on sales method, departmental display, stock control and other subjects now become a definite part of a unified whole. In the same way future work on the same or other subjects can be given a definite relationship to the plan.

New Socony-Vacuum Process

Socony-Vacuum Announces A NEW DISCOVERY IN OIL REFINING...

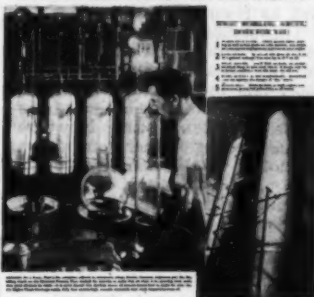
that will save Millions for Motorists this Winter

Here the Socony-Vacuum Clearosol Process purges all of impurities... new Mobiloil Arctic starts at much as 30% lower... Lasts as much as 30% longer... Completely Purge your engine in Two Weeks!

Here the Socony-Vacuum Clearosol Process purges all of impurities... new Mobiloil Arctic starts at much as 30% lower... Lasts as much as 30% longer... Completely Purge your engine in Two Weeks!



Here the Socony-Vacuum Clearosol Process purges all of impurities... new Mobiloil Arctic starts at much as 30% lower... Lasts as much as 30% longer... Completely Purge your engine in Two Weeks!



Mobiloil Arctic

MADE BY THE NEW SOCONY-VACUUM OIL COMPANY, ARKANSAS

WHAT was announced by the Socony-Vacuum Oil Company last week as a "revolutionary new way to refine oil that is expected to change the entire trend of present-day refining and save millions of dollars for motorists" will be backed this fall and winter by an intensive advertising and merchandising campaign.

Magazine advertising on the new method, which is known as the Clearosol process, will be concentrated in three national publications, double spreads being used, according to Eben Griffiths, Socony-Vacuum advertising manager. Hundreds of newspapers, in addition to automotive trade papers, marine journals, radio and an outdoor offensive will complete the program. This campaign will be on "Mobiloil Arctic made by the new Socony-Vacuum Clearosol Process."

Engineers have been holding meetings with division managers in key

cities to explain the new process while broadsides for dealers have been used to describe the new method and to point out that at no increased cost Mobiloil refined in the new way exceeds the quality of the highest priced competitive product. It is also claimed that the new process will make possible the refining of many crude oils that were not refinable under previous processes.

The Clearosol process, as was outlined before a group of seventy members of the press, company and advertising officials at the new Socony-Vacuum plant at Paulsboro, N. J., last week, uses powerful solvents to "wash" oil of impurities and eliminates the use of sulphuric acid.

The advertising on the new process, it is stated, will be conservative in tone but definitely will stress the savings it makes possible for the motorist in upkeep and repairs.

E. M. Zuber Heads Detroit Legion Post

The following officers have been installed by Advertising Men's Post No. 365 of the American Legion, Detroit: Commander, Eugene M. Zuber; first vice-commander, A. J. Dixon; second vice-commander, Preston Roberts; finance officer, Luke E. Miller, and adjutant, D. W. Bay.

"Liquor Industries Wholesale" Changes Name

Liquor Industries Wholesale, has been changed to Liquor Selling. The magazine is a unit of Eugene A. Sittig & Son, Chicago. Wandless Associates, Inc., New York, has been appointed Eastern representative of both publications, Liquor Selling and The Brewer and Malster.

LARGEST OCTOBER CIRCULATION

[BOTH DAILY AND SUNDAY]
In the History of
LOS ANGELES TIMES

Average daily circulation

October 1-25, 1934	179,440
Same period in 1933	173,912
GAIN	5,528

Average Sunday circulation

October 1-21, 1934	273,148
Same period in 1933	257,963
GAIN	15,185

[Closing date of PRINTERS' INK prohibits furnishing figures for the full month of October]

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

A. N. A. Convention Plans

LEGISLATIVE matters, with particular reference to probable action by Congress along Tugwell Bill lines, will be discussed by the Association of National Advertisers at its annual convention to be held in Atlantic City, November 18 to 21.

Allyn McIntire, president, believes this will be one of the most important meetings ever held by the A. N. A. The program committee, headed by R. J. Flood, has built a program along specifications laid down by members.

"We have allowed more time than usual," said Mr. McIntire, "for open sessions. It is our feeling that the problems of the advertiser and the agent and the

publisher are so intertwined that more time should be allotted for a mutual discussion of them and for a discussion of the good of advertising as a whole."

At the session devoted to legislative affairs, Willard M. Kiplinger will talk on "What's Ahead in Washington?" Bernard Lichtenberg will present a report of the Government Relations Committee, of which he is chairman. Dr. G. B. Hotchkiss will talk on the subject of consumer standards.

Lee H. Bristol, as a trustee of the Agency Compensation Study, will address an open session. Mr. McIntire will make an important announcement on future association plans and policies.

+ + +

Irsch on "Photoplay"

Frank E. Irsch, Jr., in charge of research and promotion on Macfadden Women's Group, and formerly on the sales staff and in the research and promotion department of *True Story*, has been appointed in a similar capacity to *Photoplay*.

He will take over this work immediately under Carroll Rheinstrom, who is advertising manager of Macfadden Women's Group and *Photoplay*.

Hearst Newspapers Transfer Michenor and Mayborn

Ward C. Mayborn and A. R. Michenor have been given an exchange of positions within the Hearst Newspapers. Mr. Mayborn is succeeded as business manager of the *Baltimore News and Post* and *Sunday American* by Mr. Michenor, who had been business manager of the *Omaha Bee News*, in which position he is succeeded by Mr. Mayborn.

Death of W. T. Guest

William Taylor Guest, who conducted an advertising agency in Montreal, died recently at that city. A son, Donald H. Guest, in business with his father, survives.

Morrison with Epstein Agency

P. J. Morrison is now associated with the Dade B. Eostein Advertising Agency, Chicago. During the last year he has been chief of the press division of the Chicago World's Fair.

Joins Detroit Agency

Samuel Rubin has joined the staff of C. F. McIntyre & Associates, Detroit.

Blackwell Returns to MacManus

Ray C. Blackwell has been appointed to the executive and contact staff of MacManus, John & Adams, Inc., Detroit advertising agency. He was with Critchfield & Company for ten years, leaving that agency to establish a Toronto office for MacManus, Inc. Later he was advertising manager of the DeSoto Motor Corporation. During the last year he has been advertising director of *Automotive Daily News*.

Radio Group Names Thompson

The J. Walter Thompson Company has been appointed to direct an advertising campaign which will be sponsored by the Radio Manufacturers Association of Chicago. This campaign will be a co-operative effort in the interest of the radio industry.

"This Week" Appointments

Walter W. Blanchfield, formerly of the Condé Nast Publications, has joined the Eastern sales staff at New York of *This Week*. L. A. Weary, formerly of *The Comic Weekly*, has joined the Detroit office of *This Week*.

Macfadden Advances Carlisle

William S. Carlisle, for twelve years associated with the Crowell Publishing Company and, more recently, with Macfadden Women's Group, has been appointed Eastern advertising manager of this Macfadden unit.

Has Toothbrush Account

The R. M. Graves Corporation, Portland, Oreg., has appointed Ruthrauff & Ryan, Inc., to handle its advertising. Newspapers and radio will be used.

BUSIEST MONDAY IN 104 YEARS

Writes William B. Jamieson, president of Barnard, Sumner & Putnam Company, Worcester's oldest department store, established 1830:

"Our full page run in the Sunday Telegram October 7th, featuring one dollar items, resulted in an exceedingly busy Monday, the 8th, to the extent that it gave us the largest Monday that we have ever had. It has again proven to us that people read advertising appearing Sunday, and we are glad to be able to report this successful event."

Sunday Telegram advertising was the prime factor in a Worcester dealer's record of an \$800 unit oil burner sale every day in May. Sunday Telegram advertising brought to a Worcester department store the busiest Monday in 104 years. It sells dollar merchandise—and \$800 merchandise.

In Worcester and the Worcester suburban trading territory (population 433,287 within an average 18-mile radius) the Sunday Telegram is the home Sunday newspaper. 7 of every 10 Worcester families read the Sunday Telegram every Sunday. Seven days a week, the Telegram-Gazette dominates the Worcester Market.

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Sales Slants

AT
KENTUCKIANA



ONE-TWELFTH of the nation's liquor output comes from Kentucky. This State, long famous as the home of fine whiskeys, is again assuming its leadership in distilling and the revival of this important industry has been a valuable stimulant to business activity in this section.



The influence of The Courier-Journal and The Louisville Times is felt throughout a vast territory, Kentuckiana, which includes practically all of Kentucky and a large portion of Southern Indiana.

This is but one of the many large industries that contribute to the economic stability of this active market which has been among the first to throw off the shackles of depression.

To reach this section with your advertising message, concentrate in the medium which assures you of effective coverage of the market—

The Courier-Journal. THE LOUISVILLE TIMES.

*Major Market Newspapers, Inc.—Audit Bureau of Circulations
Members Midwest Gravure Group*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

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Doing Nicely, Is Word from Proprietary Camp

In the November 1 issue of *PRINTERS' INK*, one George Scholefield had an article suggesting that the various methods now being employed for the purification of advertising simply would not work. In the course of his remarks, he discussed rather critically the new committee set up by the Proprietary Association of which Edward H. Gardner is executive secretary. Dr. Gardner, naturally enough, seems to think his committee *is* doing a job and that it *can* get somewhere. Anyway, here is his story.

By Edward H. Gardner

HAVING been submerged now for some weeks in a sea of proprietary medicines, alkalizers, antiseptics, antiphlogistics and antipyretics, with headache remedies—easily soluble—for rocks, and a little face cream and toothpaste for foam, it's about time I came up to blow. And hearing my name called by Mr. Scholefield (who is Mr. Scholefield?) in an agonized, not to say despairing tone, I rise from the depths to emit a few columns of vapor.

Maybe this effort will serve only to attract the harpoons, but anyhow, *Thar She Blows!*

How are we doing? Nicely, Mr. Scholefield! If you could take off your false whiskers, and but that I am forbid to tell the secrets of my prison house, I could a tale unfold whose lightest word might make you feel more optimistic about the capacity of an industry to regulate its own advertising.

The Committee has had, in brief, a large number of voluntary submissions of advertising, and we have yet to meet the first refusal to accept our suggestions.

The advertisers who have sent in their copy range all the way from a great corporation with a line of products, all carefully supervised by sound medical authority, to which we recommended a still more advanced position, which they enthusiastically adopted, down to an obscure local manufacturer who

wrote an illiterate longhand letter asking how he could get by the Federal Trade Commission, and was advised to take his product off the market.

And in between these two extremes comes every variety of product designed for human ills. There are all kinds of manufacturers, those you see in the best magazines and hear on the air, those who sell by trucks to farmers, those with a line mainly for export, those who run small space in Southern newspapers, those who sell by mail only. There are products 100 years old and still good, products designed yesterday and mounting to sky-rocket sales today, products with obsolete formulas and vanishing markets, products of the future, not yet known to the trade, that will bring to the public the last word of medical science.

This is a fast-moving business, this proprietary industry, and the prizes fall to those who have lined up the best pharmaceutical and medical talent, that are exercising the best merchandising and advertising brains. He that hath, to him shall be given, as in any other industry, and he that hath not, from him shall be taken even that which he hath.

But though this observation of our Lord on human affairs remains true today, it is the function of this Committee to speed up natural processes, and for the protection

of the public to encourage sound advertising and discourage unsound claims and products. This we are doing every day.

How are we doing it? Now that would be nice, wouldn't it, to discuss specific details of cases? It might gratify the desire of the bystanders for drama, but it would have about the same effect on the advertisers who are conferring with us as if European diplomats sounded off in the newspapers after each secret discussion. This is a serious undertaking, not a bid for publicity.

One way we are *not* doing it is to get mad. Getting mad, apparently, is the only way to satisfy the excitable Mr. Scholefield. Off with his head, said the Duchess! Quick executions, quickly arrived at. But if I remember rightly, Lewis Carroll was not upholding the Duchess as a model of technique in achieving social justice. In fact, her program,

Speak roughly to your little boy

And beat him when he sneezes;

He only does it to annoy

Because he knows it teases—

appears to have been reprobated by Alice, and to be regarded as comic by her readers.

Nothing is more delightful than to get mad, when you are sure you're right; but alas, the more you know, the less sure you are.

This job of testing advertising claims, as every advertising agency knows, is no sweet and easy task, but one involving laborious research, and consultation with authorities. Who shall decide when doctors disagree? Well—ahem—somebody has to. The Committee has available a number of capable counselors, familiar with various aspects of the industry, some of them highly experienced in the attitude of Governmental bodies. There are medical libraries in New York. There are men in the industry with long knowledge of the history of individual products, and of classifications of products, men whose heart and soul are bound up in the success of this undertaking. From all these sources, which have generously put themselves at our

service, emerges a picture clear enough to guide a recommendation.

Sometimes an agency has taken its consultation of authorities rather too much in its stride, and needs to have pointed out a misinterpretation of sources. Sometimes a hoary piece of copy needs revision in the light of present-day knowledge. Sometimes the pressure of public opinion on a point has been underestimated. Sometimes a directions circular has been carefully brought into line with the requirements of the Department of Agriculture, but the newspaper copy diverges rather too far from that line. Maybe a constructive suggestion can be given that really produces a better piece of copy. And again, maybe not; maybe an appeal, a claim, must be relinquished, and part of a market relinquished along with it.

This Committee, remember, does not appear as the Angel with the Fiery Sword to drive the advertiser out of Eden. It is too honest, and too modest, to relish any such spectacular role. It busies itself with getting a broad view of the field, broader perhaps than an individual might always take, and then sits down sociably with the advertiser to split with him an Apple from its Tree of Knowledge.

But maybe the boys are getting at each other's throats. Which brings us to one of the issues raised by Mr. Scholefield. What to do in fights inside the industry?

Well, what to do? Wouldn't you like to know? Maybe, wouldn't we like to know? We are on our way, but we may stub our toes tomorrow. We indulge in no prophecies. We are in the middle of the field, not in the bleachers, and it is poor policy for a broken-field runner to bet on the score—it might take his mind off the game. Yes, we are getting along, with sometimes a straight-arm for obstacles, mostly a side-step, with an eye solely on the goal,—and no grand-stand plays.

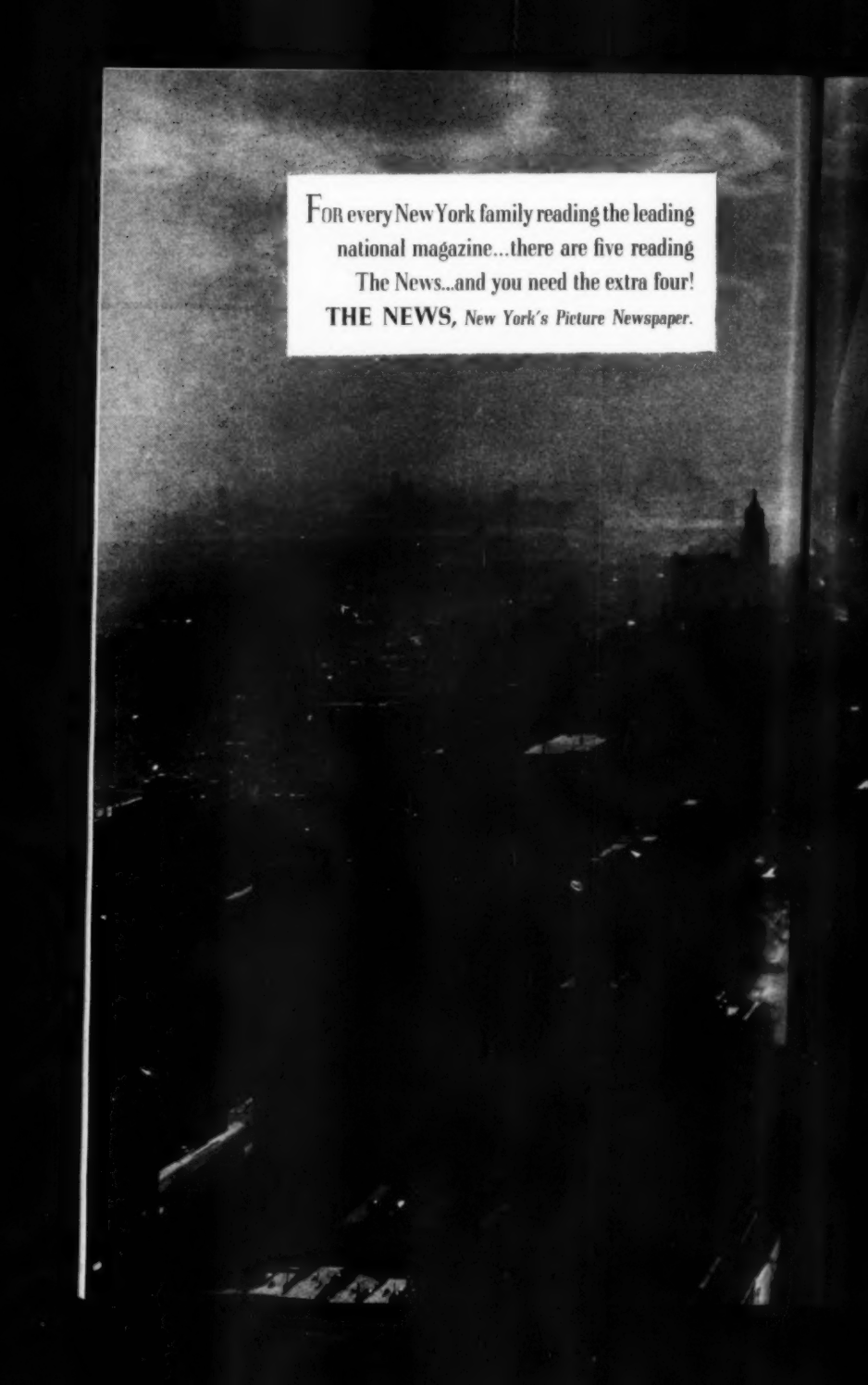
Don't jeer—the poor devils are trying.

Is that dodging the issue, Mr.

In Kansas, Missouri and Oklahoma

**THE WEEKLY
KANSAS CITY
STAR** has 65,370 More
Rural Route Subscribers in
Kansas, Missouri and
Oklahoma than its nearest
competitors circulating in
these states, at an advertis-
ing rate of \$1.35 per line
less!

**27% more rural route
circulation in Kansas, Mis-
souri and Oklahoma at a
saving of 47% in the ad-
vertising cost!**



FOR every New York family reading the leading
national magazine...there are five reading
The News...and you need the extra four!
THE NEWS, *New York's Picture Newspaper.*



Scholefield? It is not so intended. This Committee started with a powerful weight of industry opinion behind it, and of public opinion too, and it seems to us that this weight is steadily increasing. It is, if we may judge by the numerous and substantial manufacturers and agencies who have asked our advice, and seem to like it. The more come into the fold, the more there are to "talk it up," and to make others feel that our suggestions are likely to be reasonable. The more experience we have, the more wisdom we acquire, and the greater our likelihood of success. And the greater the weight of favorable opinion, the greater becomes the hazard to an advertiser of flying in the face of that opinion. If there is any other way of averting war, any kind of war, humanity hasn't found it yet.

"All diplomacy is but the threat of force." The ultimate force is public opinion.

Did Not Intend to Dodge Questions

Now while we are at it, let's get this into the record: If there were any questions dodged that day at the New York Advertising Club, I didn't know it and didn't intend it. The questions came pretty fast, and maybe I didn't hear them all, so I am grateful to Mr. Whosis for dragging some of them up again.

"Do you want media to refuse to run copy if you disapprove it?" YES! Most fervently we do. Why in the world was that line-up of top media executives present at the speakers' table, so that one bomb would have meant promotions in many a magazine, radio, and newspaper office, except to invite them to co-operate? If the media want our opinions, we give them; if necessary, we can render them unasked—with the safeguard of legal counsel.

Is any of this going on? Well, before giving an example, let me tell first the story of a minister who preached a pretty strong sermon. An hour afterwards, two of his prominent parishioners met at the parsonage. "I'm going to tell

him he can't preach right at me!" said the first. "But he aimed it at *me*!" said the second. "Both wrong," said the minister, "it was an old sermon!"

So without fear of successful identification I may say that a certain publication, after reading a piece of copy to our insulted ears, wrote to the advertiser that they had some question about it, and would he care to submit it to our Committee? Back came the copy to the publication, all amended to the queen's taste—without coming near our Committee. Appendectomy in absentia.

Media Can Play a Gigantic Part

The media have a part, a gigantic part, to play in the regulation of advertising. They have always played that part. Any aid this Committee can give them, any remedies we can apply to situations where our tactics are more serviceable than theirs, are freely at their disposal. It will take *everybody* to create a full-grown public opinion, and to make it effective.

But any censor elected by a medium or a group of media will not find his moral issues so sharply defined as Mr. Scholefield may think. He will have to do a lot of reading—unless he is lazy—and a lot of consulting, and will have to move carefully. Certainly he will not know all the answers beforehand.

And don't, says Mr. Scholefield, hang a committee around his neck! Well, a committee need not be a millstone; it can be a team, and a coach, and a rubber; it can call the signals, it can block, and interfere, and speed the runner. But it must be a team that has worked together and knows where the play is going. I agree fully that a committee of men who were strangers would be terrible. Each man might want to run the play, or each might, through Senatorial courtesy, wait for the others.

As for beginning with "the better periodicals"—fine! That is already the best-washed part of the advertising face—let's make it shine! But that leaves some of the face and the neck behind the

ARTHUR
BRISBANE

EDWIN C. HILL

H. R. KNICKER-
BOCKER

O. O. MCINTYRE

WILL ROGERS

WALTER
WINCHELL

ROBERT L. RIPLEY

MARK HELLINGER

PAUL MALLON

B. C. FORBES

MERYLE S.
RUKHEYSEYER

PRUDENCE PENNY

FEG MURRAY

MARK SHIELDS

LOUELLA
PARSONS

KARL H.
VON WIEGAND

ELSIE ROBINSON

JOSEPHINE
CULBERTSON

BUGS BAER

DR. ROYAL S.
COPELAND

AND DOZENS
OF OTHERS



QUESTION: "What makes newspaper advertising effective?"

ANSWER: "The type of audience to which it appeals!"

THE PITTSBURGH

Sun-Telegraph

The Newspaper that is Indispensable to a Complete Coverage of the Pittsburgh Market.

ATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

With eyes

WHEN any great newspaper takes a forward step—whether it's buying a new press or adding a new service—it is done only after mature deliberation and with eyes wide open. That's why shrewd advertisers and advertising agents know that wherever twenty-one newspapers get together to publish **THIS WEEK** they must have established an editorial policy so sound and fundamental that it definitely offers a means of broadening service and usefulness of their newspaper in the home—that satisfies the known demands and desires of present readers—that it offers a vital means of attracting thousands of new readers to their publication.

Asstes :

ATLANTA JOURNAL
BALTIMORE SUN
BIRMINGHAM NEWS
BOSTON HERALD
BUFFALO TIMES

CHICAGO DAILY NEWS
CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER
DALLAS NEWS
DETROIT NEWS

DIANAPOLIS
MEMPHIS
MILWAUKEE
NEW ORLEANS
NEW YORK
PHILADELPHIA
PITTSBURGH
RICHMOND
ST. LOUIS
ST. PETERSBURG
TAMPA
WASHINGTON
WICHITA

This Week A popular sale

*Distributed with the Sunday edition except in the Chicago Daily News Saturday edition. FIRST MARCH 24, 1934

wide open

-whether the twenty-one newspapers behind THIS WEEK* have a com-
it is done business and publishing experience of 1383 years, definite
n. That assurance that THIS WEEK'S editorial excellence and sales
that whoever will set a high mark for magazine publishing.

S WEEK. — A quick picture of THIS WEEK: (1) A weekly magazine distributed
l and for the Sunday newspaper. (2) Reaches more than 4,000,000 families.
ening Concentrated in the major distribution centers—America's "A" market.
e—that Fine quality color printing. (5) Unusually low advertising cost.

nders—UNITED NEWSPAPERS Magazine Corporation
new re LEXINGTON AVE., NEW YORK, N. Y. 360 N. MICHIGAN AVE., CHICAGO, ILL.
GENERAL MOTORS BLDG., DETROIT, MICH.

Asstes:

DIANAPOLIS STAR

MPHIS COMMERCIAL APPEAL

LWAUKEE JOURNAL

NEAPOLIS JOURNAL

W ORLEANS ITEM-TRIBUNE

NEW YORK HERALD TRIBUNE

OMAHA WORLD-HERALD

PHILADELPHIA RECORD

PITTSBURGH PRESS

ST. LOUIS GLOBE-DEMOCRAT

WASHINGTON STAR

A powerful sales force in America's "A" Market

ears still dirty. As a method, it is just as good, and just as defective as our beginning with the most co-operative members of the Proprietary Association. Neither operation is to be discounted, for one must start somewhere—and then spread out.

Now lest the light-hearted style of this article may create a wrong impression, let me assure anyone who cares to know that there burns in this Committee a flame of indignation at the injury to society caused by abuses in advertising, a settled determination to right the wrong, that will be satisfied with nothing less than complete success. We shall never fully arrive at that goal, but we shall never stop fighting.

Is that unsatisfactory, just because we cannot today foresee the end of all evil? Are we futile though virtuous, as our friendly critic implies, because we have no universal remedy for advertising ills? Pardon us for saying it, but a universal remedy sounds too much like an old-fashioned patent medicine for us to have confidence in it. We will just prescribe for each ailment as specifically as we can, and not promise to make everybody young and handsome overnight.

We know what we want done. We must sort out from the mass of objections to advertising in our field, those which are serious, and important, and we must strike at

the very root of those objections.

Different people are mad at different things in advertising. Perhaps another time I can present the results of our analysis of what they are mad at, and what is worth getting our sights set on.

But as to that small jungle of bad advertisers in the drug industry, those irresponsibles outside the Proprietary Association over whom this Committee has no direct jurisdiction, and who excite the bewhiskered Mr. Scholefield's despair—well, at this point I embrace him, false whiskers and all, and would like to sit down on the same log with him, break my shotgun and discuss with him the best way of beating up the game.

What would you regard as an acid test of acceptance of our recommendations? When an advertiser voluntarily scraps his plates? Well, I do! All honor to those who have done it.

The Committee has already a few genuine corpses to its credit, but outsiders were not invited to the funerals. Maybe, even, it looked like suicide. But this is an ill subject for jest.

The best way to promote virtue is to make virtue fashionable. The great overturn of public opinion about honest advertising is bringing more advertisers to forsake the primrose path and enter the straight and narrow way, transplanting their primroses as they come.

Cullen Succeeds Kemp

DR. FREDERICK J. CULLEN, former Chief of Drug Control of the United States Food and Drug Administration, has been appointed general representative for The Proprietary Association at Washington, Frank A. Blair, president of the association, informed **PRINTERS' INK** yesterday (Wednesday).

Dr. Cullen succeeds Ervin F. Kemp who died recently after thirty years of service in the association. He served as Chief of Drug Control from 1931 until last May. In his new capacity Dr. Cullen will act as liaison represen-

tative between the association and the Food and Drug Administration.

"We have always endeavored to co-operate fully with the Food and Drug Administration," said Mr. Blair. "Dr. Cullen's appointment, we believe, is a forward step for the entire drug industry. He is thoroughly acquainted with the Administration's problems and its efforts to protect the consumer. In his interpretation of the Food and Drug Administration's policies and regulations, it will be possible for him to establish a closer relationship between manufacturers and the Government Bureau."

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Localizing the Campaign

This Oil Company Gives Advertising Home-Town Flavor in 156 Communities

By Wesley I. Nunn

Advertising Manager, Continental Oil Company

THROUGH localization of advertising, many national advertisers have attempted to get increased attention for their advertising. Using the name of the town in the headline and the use of local illustrations, have been the most common means employed.

Such localization, if it is done right, is usually very costly from a production standpoint. Experience has taught that to secure maximum results, the advertisements must be furnished to the papers in complete electrotype or mat form. Even where the name of the town is the only element to be supplied, few papers, aside from metropolitan dailies, are capable of setting even this single line in proper size and type face, and inserting it so as not to destroy proper balance of the advertisement.

We recently conducted a localized campaign which in some respects departed from the conventional. This is particularly true of one in a series of six such advertisements. There is a "reason-why" back of each advertisement in the series. That is, they were not "localized" for attention value only. Take the accompanying advertisement headed "Bright Spots in the News." The story back of this advertisement has to do with the rather phenomenal success achieved by Continental in the launching of a new motor oil in April of this year.

More than 1,000 newspapers and nine farm journals carried large-space advertisements over a period of three months, that told of a test conducted at the Indianapolis Motor Speedway, under the auspices of the Contest Board of the American Automobile Association. This test, unique in the automotive industry, was simple but highly dra-

matic. The Contest Board bought six identical new Chevrolet cars. These cars were each broken in on a different brand of widely known motor oil, including, of course, Continental's new Germ Processed Oil.

Continental's new oil carried its car 4,729 miles—1,410 miles farther than the next best oil and 3,016 miles farther than the first oil to fail.

Success stories are not new to advertising. We know that people like to buy an article that they know is meeting with universal demand. It was felt that here was a

**BRIGHT SPOTS
IN THE
NEWS**

CONOCO

**GERM
PROCESSED
MOTOR OIL**

**CONTINENTAL
OIL COMPANY**

Bright Spot No. 1

**"Bright Spot No. 1" is supplied
by the local newspaper**

What magazine adds a
\$2.00 NOVEL
to every issue
for the same
25¢



IN THIS ISSUE: ERICH MARIA REMARQUE, JOHN MAYNARD KEYNES, GLADYS HASTY CARROLL, HENDRIK VAN LOON, and a dozen other features PLUS a \$2.00 book-length novel—"A Woman of Washington" by CORNELIUS VANDERBILT, JR. Now on sale.

Tomorrow's exciting literary even

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(THESE BEST SELLERS APPEARED FIRST IN REDBOOK)

HERE is a remarkable "Novel-A-Month" plan! Over a year ago Redbook Magazine began giving its readers an *extra* feature—a new, unpublished, complete novel *every single month*. Not continued stories, not "long short stories," but every one complete, the length of books that cost you \$2.00 and \$2.50. Novels like "*The Thin Man*" by Dashiell Hammett, "*The Cross of Peace*" by Sir Philip Gibbs, "*The Boomerang Clue*" by Agatha Christie were published in Redbook months *before* their publication in book form.

What's more, Redbook Magazine is 25c worth *without* this extra surprise every month. For in it you find many features—continued novels, short stories, powerful articles, a full, complete magazine by itself.

THE RESULT?

- 84,000 new people have joined the list of Redbook newsstand buyers since July.
- 91 new advertisers used Redbook for the first time in 1934.
- Advertising volume has increased 39.8% over 1933 (the best showing in Redbook's class).
- Newsstand sales are now 30.9% of its circulation—a tribute to the interest it holds for readers. (Compare this with other magazines.)
- All this makes possible the lowest advertising cost in its field—\$2.08 per page per thousand readers.
- Use Redbook and you talk to the whole family—men and women—for less than you pay to reach one sex alone in ordinary magazines.

NARD
and a
Woman
a sale.

erary events are in today's **REDBOOK**

success story that would be helpful in further increased sales if it could be presented to the public in a way to remove any element of braggadocio.

Then came the idea of making a place for an advertisement of this type in the localized series by featuring a local news item as "Bright Spot" number one, to be followed by "Bright Spot" number two, to the effect that since its introduction in April, 1934, compared with the same period last year, the sale of our new oil increased 66.1 per cent.

More than 156 towns in twenty-five States were selected, representing a good cross-section of our territory. A personal letter was written to the managing editor of each of the papers, enclosing a proof of the advertisement. It was explained that what was wanted was the one outstanding "Bright Spot" for that particular town or area. As these "Bright Spots" came in, they were edited, if necessary, to fit space requirements and sent to the papers along with mats and proofs of the advertisement, with instructions to set in the place designated.

The psychology of the advertisement is self-evident. People today in all walks of life, and that of course means car owners, are vitally interested in news of any character that has to do with business recovery. They are particularly interested in any up-turn in their own community. The price of cotton in Texas is a major topic of conversation, while in Virginia it is tobacco. Corn and wheat hold the interest in the Middle West and Northwest, while the

tourist crop in many places spells the difference between the upgrade or downgrade of business.

Pocatello, Idaho, reports a 60 per cent increase in bank deposits; Bristol, Va., rejoices in the sale of over 4,000,000 pounds of tobacco with a revenue of \$697,000. Sheboygan points to their farmers receiving \$1.26 per bushel for a bumper crop of barley, as against 76 cents last year. Miami, Okla., sees a silver lining in the production of zinc and lead ore, an increase of \$1,230,000 over the same period last year.

St. Louis checks department store sales and finds an increase for September of 34.6 per cent over August and 19.9 per cent increase over September of last year. Arkansas says that their seventy-nine-million dollar cotton crop is 14 per cent over 1933 and 50 per cent over 1932. Yakima, Washington, looks forward with confidence because of an increase of 361 per cent in building permits and a bank debit increase of 56.9 per cent. And so it goes.

Reading these short, pithy statements of these 156 communities, with the realization that they represent the backbone of American economic life, one cannot help having the feeling that, regardless of what the daily stock ticker reflects, after all, the country has not by any means gone to the dogs. That throughout the length and breadth of the land, people are going about their daily tasks and lives, eating and sleeping, marrying and having children, building homes, buying automobiles and consuming great quantities of gasoline and motor oil.



Hicks Handling New Fabric

The Seligman Fabrics Corporation, New York, which is introducing a newly patented fabric known as "Layce Matelasse," has appointed the Hicks Advertising Agency, New York, to handle its advertising.



A. E. Holden Appointed

Ashley E. Holden, formerly a partner in Pacific Coast advertising agencies and also with The Izzard Company, has been named executive secretary of the Columbia River Development League.

Joins Philadelphia Agency

Joseph Green has joined the Adrian Bauer Advertising Agency, Inc., Philadelphia, as an account executive. Since 1927 he has been head of his own agency in Philadelphia.



Represents Chicago Group

The Spencer Young Company, New York, has been appointed Eastern advertising representative for the Chicago Community Newspapers of The Accredited Group, Chicago.

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And Then Dealers Advertised

Royal Typewriter Induced Them to Try Out This Guinea Pig Experiment, and It Worked

By W. A. Metzger

Manager, Portable Department, Royal Typewriter Co.

WE have completed a guinea pig advertising experiment. The results, I am told, should be particularly enlightening to advertisers who are trying to solve the problem of getting dealers to tie-in with local advertising.

This assumption is based on the fact that our files show that there has been a 500 per cent increase in advertising of the Royal Portable by our dealers.

The story behind this accomplishment goes back almost a year. At that time we set aside the sales cards of six dealers, each of whom had been doing an average job of selling. We named three of these dealers as what is described in college practice "experimental" dealers, and three of them as "control" dealers. One "experimental" dealer and one "control" dealer were picked in three pairs of cities, as follows: Boston and Chicago; Kansas City, Mo., and St. Louis, and Port Huron and Lansing, Mich. This represented a good range of cities and dealers whose volume of business, in each set of cities, was comparable.

To the experimental dealers, I said in effect:

"We want you to make an experiment, to go crazy and advertise. You know that typewriter dealers, if they advertise at all, are noticeably conservative in their efforts. Classified ads by far and large, is about all that is done. Dealers will place the manufacturer's literature on the counter and sometimes send it out. They may use window displays, but few go beyond these minor attempts to use advertising."

Attention was called to the very substantial volume of business which department stores had de-

veloped, business which was created because these stores put behind each department the same merchandising and advertising which they used to bring prospects into other departments. Some of these stores, especially during certain seasons of the year, have done a swell job in typewriters and I pointed out that we wanted dealers to take their cue from these successful advertising campaigns and build up greater sales for themselves.

The dealers were told that we would not let them lose anything on their experiment. Of course, we outlined what seemed to recommend itself as a desirable ratio between advertising budgets and potential sales.

No opinion was made to dictate what mediums these dealers should use or the form which their copy and layout should take. We did explain something of the theory of advertising as we had found it to be successfully applied in our business.

"Control Dealers" Followed Usual Methods

We made no effort to encourage the control dealers to do anything to stimulate business. They went on with the same method they had used for many years. They had their usual ads in the telephone book, they dressed their windows once a month, and they made an occasional mailing of manufacturers' folders.

Pressure was put only on the three experimental dealers. They were encouraged to put, what in their opinion was a good deal more money into advertising than their business at the moment could stand.

My statement that they were



Logic

**There will be more Home Improvements
where there are Homes in greatest number**

Let U. S. Census figures guide you to the markets of greatest potential sales.

Philadelphia is overwhelmingly first among all cities of America in number of *single-family dwellings*. And a greater percentage of Philadelphia families own their own homes.

Philadelphia has more single-family homes than New York and Buffalo combined. More than Chicago and St. Louis combined. More than Detroit and Cleveland added together. More than all of Baltimore, Pittsburgh and Milwaukee combined.

Nine out of every ten dwellings in Philadelphia are one-family homes.

Philadelphians must be interested in home life to have built

this greatest City of Homes. This same *home interest* is a powerful factor in the sale of any product that will add to the comfort of home living.

This same interest has built up a great home newspaper which simplifies selling to Philadelphia homes. The Bulletin is the third largest daily newspaper in America. It is read in nearly every home in Philadelphia and Suburbs. Its circulation during 1933 was 504,822 daily. (1st 8 mos. of 1934—509,635 daily). Two and one-half times the circulation of any other Philadelphia evening newspaper, more than all morning newspapers combined.

The Bulletin's circulation is all net paid, all the result of *reading interest*, uninfluenced by premium

THE PHILADELPHIA



or reader contest.

And its advertising cost, for thorough coverage of this greatest market of homes, is one of the lowest among all newspapers in America.

Tell Philadelphia about your home product in The Bulletin—

the newspaper nearly everybody reads.

Copyright, 1934, Bulletin Co., Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, Boston, San Francisco.

1930 Census figures on single-family homes in leading cities

Single-family homes
Philadelphia 364,457
New York . . 294,037
Los Angeles . 282,382
Detroit 209,981

Single-family homes
Chicago 200,685
Baltimore . . 141,085
San Francisco 105,351
Cleveland . . 100,684

EVENING BULLETIN

urged to go crazy is no exaggeration. Fellow-dealers in each of the three communities looked upon the campaigns as evidence that their sponsors had lost their business reason.

So that the advertising would have a special appeal, we made it possible for the experimental dealers to get stock of a machine which, because of certain limitations, failed to prove popular, and was being discontinued. We urged that these machines be featured at a very low price.

Dealers Worked Out Own Advertising

These machines were offered by the dealers solely as something to play up and help advertising to demonstrate its effectiveness. I offered no other help except to make some general suggestions because I did not want to put myself on the spot. I preferred to let them work out their advertising problems under their own initiative, confident in the belief that while copy and layout might not have the approval of an advertising expert, it would bring inquiries and sales.

The E. A. Raphael Company, of Boston, spent \$1,000 a month in advertising. Such an expenditure by a typewriter dealer was revolutionary. This dealer ran a large schedule in several newspapers and, with his supplementary advertising, increased his business 1,400 per cent. The dealer in Kansas City increased his volume 700 per cent. He is opening a much enlarged store on December 1.

"It is true," wrote the latter dealer, the Midwest Typewriter Company, "that the enlargement of our store is solely due to the handling of Royal Portables. Since our advertising program began about six months ago, our store is entirely too small to handle our business and we can thank the Royal Typewriter Company for the addition of their Portables to our regular line."

As an instance of how quickly a dealer will fall into the swing of things, the Midwest company asked us if we wouldn't do for it what

Chevrolet had recently done for one of its dealers. We received a clipping of a large-space advertisement in which Chevrolet congratulated one of its dealers on the opening of a new and larger display room. Wouldn't we run a similar advertisement and feature a picture of our dealer's new store, we were asked. The answer was "Yes" and the dealer is following through by staging, as a special event, a drawing which will award a portable typewriter machine every hour to the holders of the lucky numbers.

The Kansas City dealer spent from \$300 to \$400 a month in advertising while the Mactaggart-Hoffman Company, of Port Huron, set a budget of from \$30 to \$40 a month which was used in a consistently planned direct-mail campaign. This dealer almost got arrested because he tried so hard to get a list of commercial students, which he, incidentally, did get. Four penny postcards were mailed at two-day intervals to this list of students. The returns were fifty-one sales of machines out of a list of 300 names. A similar campaign is now being conducted among students of the new session and a mailing of the second card to 200 students has already brought in forty-one sales. This dealer's increase in business is 400 per cent.

"Control Dealers" Increased Sales Only 20 Per Cent

These increases of 1,400 per cent, 700 per cent and 400 per cent respectively, compare with an average increase of 20 per cent on the part of the three control dealers whose business improvement over the previous year is due to improved business conditions.

The cost per machine for the dealers who advertised, ran from \$3 to less than \$1, which was the pro rata advertising cost to the Port Huron dealer.

When all the returns were in and we were satisfied that our test had proved its point, we started in on a campaign to play up the results to our entire dealer organization. A bulletin was sent out in September, describing the experiment.

Nov.

That clear that larly ments what ders we an in fa En also which weigh Large ceptan produ

DA lo Satur therea series which pany v of fifty Dance most a radio. Thre one ma

First L A new Mrs. F next we tional R Roosevelt broadcas Co-oper effort an Royal a

Alfred Alfred buyer of Springfie vinus cor & Ross Hancock and the Ashland,

Has Ar Lanph idence, E to handl fornia A that city, and busi

That this story has rung the bell is clearly demonstrated by the fact that the clippings which we regularly receive of dealer advertisements are more than five times what we ever received before. Orders from dealers have doubled and we are now 4,000 machines behind in factory production.

Encouraging as this is to us, it also contributes an observation which I think should be carefully weighed by the national advertiser. Large sums are spent to create acceptance for nationally branded products but, despite the intense

educational work which is carried on to make dealers appreciate the value of this advertising to them in their local territories, they may be inclined either to criticize such expenditures or fail properly to follow through and cash-in on their benefits.

When you get a dealer to advertise, himself, in co-operation with the national advertiser's effort and he sees bigger and better business from his individual advertising, he will ever be ready to give that support which the national advertiser should have.



For Radio Dance Fans

DANCERS and dance music lovers on December 1 and each Saturday night for many weeks thereafter should welcome the series of three-hour broadcasts which the National Biscuit Company will sponsor over a network of fifty-seven stations. This "Let's Dance" program is heralded as the most ambitious event of its kind in radio.

Three bands, three directors and one master director will work five

hours each broadcast to blanket the four time zones of the country. They will play in shifts and in ensemble from 10:30 to 1:30 Eastern time, from 9:30 to 12:30 Central, Mountain and Pacific time.

Commercial credits, it is anticipated, will be made every half hour. Poster bulletins will advertise the program in the New York area and plans for merchandising the program to dealers and the public are now being worked out.



First Lady and Typewriters

A new series of broadcasts, featuring Mrs. Franklin D. Roosevelt, will start next week with the Typewriter Educational Research Bureau as sponsor. Mrs. Roosevelt recently completed a series of broadcasts for the Simmens Company. Co-operating in the typewriter bureau's effort are Underwood, Remington-Rand, Royal and Smith-Corona.



Alfred Grant with Remington

Alfred Grant has been appointed space buyer of Wm. B. Remington, Inc., Springfield, Mass., agency. His previous connections include Fuller & Smith & Ross, Inc., Consolidated Ashcroft Hancock Company, Bridgeport, Conn., and the Warren Telechron Company, Ashland, Mass.



Has Artificial Flower Account

Lanpher & Schonfarber, Inc., Providence, R. I., agency, has been appointed to handle the advertising of the California Artificial Flower Company of that city. Class and women's magazines and business papers are being used.

Joins Russell-Miller Milling

J. A. Ginder, formerly with the Quaker Oats Company in Chicago, has joined the general office staff of the Russell-Miller Milling Company in Minneapolis as manager in charge of cereal sales. The company is planning to market Occident Biscuit Mix in the Minneapolis and St. Paul area, backed by a newspaper campaign and by sampling.



Adds Gesner to Staff

J. M. Gesner has joined the Philadelphia office of Albert Frank-Guenther Law, Inc., as an account executive. He formerly was with Doremus & Company and previously was with the Curtis Publishing Company and the McGraw-Hill Publishing Company.



NBC Appoints Brophy

R. M. Brophy has resigned as assistant general manager of the Canadian Marconi Company to become assistant manager of station relations of the National Broadcasting Company.

APPRECIATION

is not Enough!

Much as they admire . . . much as they desire . . . the families who live in average homes are not your market. Their sincere appreciation will never enable them to buy your quality merchandise.

But there are families, prominent both in America and on the Continent whose names spell leadership in every phase of finance, industry and Society. You know them as owners of extensive estates . . . you meet with them in famous watering places . . . they own fleets of costly motors, entertain lavishly. They're patrons of the fine arts; priceless paintings, sculpture and tapestries adorn their homes.

These are the families you seek to interest and sell. Their cultured appreciation and substantial purchasing power identifies them as The Quality Market . . . the *only* market which can and will buy your quality merchandise.



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When making up your advertising schedule for the coming year . . . REMEMBER . . . the 243,875* (ABC) families of THE STUYVESANT GROUP constitute more than 87% of the entire Quality Market of the United States.

***For 1935, THE STUYVESANT GROUP offers advertisers of quality merchandise a net paid circulation of**

2 4 3 , 8 7 5

For Group schedules used within a year discounts run as high as 20%.

★ **THE STUYVESANT GROUP**

Harper's Bazaar • House Beautiful • Town & Country

Laurence A. Weaver, Director of Group Sales

572 MADISON AVENUE, NEW YORK

Chains Back Housing Drive

MANY business men see in the activities of the Housing Act a benefit to only one section of American industry. But, as Federal Housing Administrator Mofett has pointed out, the Act is designed to benefit all business.

It is interesting, therefore, to note how five chain-store organizations in Buffalo, N. Y., have taken the broader point of view as evidenced by the advertisement illustrated here. This is a full page from a "Home Improvement Section" of the Buffalo Times, signed co-operatively by the five leading grocery chains of that city.

"From a strictly common-sense standpoint," reads part of the copy, "we recognize that the need for good housing goes hand in hand with the need for good food to build a sturdy people and thus are in accord with the home renovating plan."

Reprints were used by each chain organization for display in their stores. These reprints carried each chain's individual signature.

As recently pointed out in PRINTERS' INK, another chain that has entered wholeheartedly into the spirit of the Housing Act is the Kroger Grocery & Baking Company. Albert H. Morrill, Kroger president, has launched a drive to back the movement. Kroger plans to contact some 1,200 banks with

which it does business to urge them to make loans; will publish in all of its newspaper advertisements

**We Gladly Swell
the CHORUS!**

"Home-Sweet-Home" No better expression of our Country's spirit of homeliness can be found than Stephen Foster's beautiful song "Home-Sweet-Home" and as the words of a nation's drive to homeliness this sentiment into practical reality through the Government's Better Housing Program.

We also are engaged in the common business of supplying Buffalo with nutritious, better food, without the opportunity to sell our customers on the selling chains which typify the best in our nation.

**The Sound bodies that good foods build
... need Comfortable HOMES**

From a strictly common-sense standpoint we recognize that the need for good housing goes hand in hand with the need for good food to build a sturdy people and thus are in accord with the home renovating plan.

We also are engaged in the common business of supplying Buffalo with nutritious, better food, without the opportunity to sell our customers on the selling chains which typify the best in our nation.

Home-Sweet-Home

CHORUS

LOBBY

information for home owners; for one week it will put special folders in packages sold in Kroger stores; it will explain the details of the plan to the company's 22,000 employees; will circulate its 20,000 shareholders; will give FHA posters prominent display in nearly 5,000 stores; and, finally, will contact other grocery stores urging the same activity.

Has Smith, Drum Account

Smith, Drum & Company, Philadelphia, textile dyeing, mercerizing and finishing machines and laundry washing machines, have appointed Byren-Weil-Weston, Inc., advertising agency of that city, to handle their advertising.

Joins Byren-Weil-Weston

Albert L. Smaller, formerly with the James G. Lamb Company, Philadelphia, has joined Byren-Weil-Weston, Inc., agency of that city, in charge of production.

Erwin, Wasey Adds Madden

Dan C. Madden has been appointed to the art staff of the Seattle office of Erwin, Wasey & Company.

Detroit Agency Named

The Voigt Brewery Company, Detroit, has appointed the C. E. Rickard Advertising Agency of that city, to direct the advertising of its Rheingold beer. Radio, newspapers, magazines and direct mail will be used.

AGMA Sets Convention Dates

The annual convention of the Associated Grocery Manufacturers of America will be held at the Waldorf-Astoria, in New York, November 20, 21 and 22.

Representing "Brake Service"

Reid Babcox is now representing Brake Service and Tire Review, of Akron, Ohio, in Ohio and adjacent territory.

Rebuilding a Market

Record Business Slumps Because of Radio, But Decca Fights to Restore It

As Told to Eldridge Peterson

By E. R. Lewis

Chairman of the Board, Decca Records, Inc., New York

SOME months ago I came to the conclusion that now was the time to enter the phonograph record business enthusiastically.

To those who have watched the steady decline in the sales of phonograph records in America during the last few years, this invasion of the record market must have seemed based on a tremendous amount of optimism.

It was my firm conviction, however, that there was a terrific latent market for records in this country and now that we have started the marketing of records, I am more than ever firmly convinced that there are great possibilities for record sales.

Radio, of course, is the answer most people give to the question, "Why has the record business fallen away?" And yet if we look back we see that the sale of phonograph records reached its peak when radio was first booming.

Too many record manufacturers, I believe, rushed into the field of radio manufacture, convinced that the record business was dead when actually it was only somewhat stunned. Concentrating on a new field, many of these companies naturally neglected the sale of records which, left without the necessary sales stimulation behind them, simply did not sell. This decrease in sales, of course, was looked upon by manufacturers as a confirmation of their belief that the industry was dying and only tended to increase their neglect.

However, I do not want to be critical and would rather confine myself to describing the record market as I see it and to explain briefly what we intend to do in the sale of our product.

It would be foolish of me to say

that the advent of radio has not affected the industry. It has in many ways. One effect has been that the life of a song or a piece of music has been much shortened. This and the depression years have made the price of 75 cents for a record out of line with current times.

While radio was carrying on the work of educating the public to expect the highest type of talent and the biggest names in radio from their receiving sets, cheaper records were working backward and offering a product that suffered too much by comparison with what radio was offering in its programs.

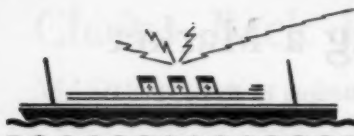
As a result we had the higher priced records failing because of price, even though they supplied the quality, and the cheaper type of records failing because they supplied the proper price but failed to offer the proper quality. In between these two extremes lies our market.

Using Best Talent to Be Had

We are offering in Decca records the best talent we can secure, including such names as Bing Crosby, Guy Lombardo, the Casa Loma orchestra and others while our price is only 35 cents.

Naturally the question people will ask us is, "How can you profitably combine both quality and low price?" Our answer is simply, "By getting volume," and the only way to get volume, we believe, is by aggressive advertising. Naturally volume is going to fall off if you don't let people know about your product.

Even the short period we have been on the American market has convinced us that advertising is



Tune in on

Broadcast by AMERICAN EXPORTER

Hotel Commodore
New York City
November 2, 1934.

A GOOD time was had by all Referring to the 21st National Foreign Trade Convention which is breaking up as this is written. . . . We do not refer so much to the formal proceedings as reported to you by the A. P. . . . No, we refer to the examples of current export gains which delegates told us about in the button-hole sessions.

Here is a typical one—the last delegate we interviewed told us that his export business this year will be the largest on record. . . . 125% ahead of last year. . . . And 260% ahead of 1929. . . . Exports began in 1926 and are today 33½% of all sales. . . . Export sales cost is 40% less than domestic. . . . An American Exporter advertiser, of course.

The company's domestic business is seasonal and the export business has this year, for the first time on record, made it possible to avoid any seasonal shut down in the factory. . . . That export manager never has to worry about cooperation from the production, packing and shipping departments. . . . They know which side their bread is buttered on.

The formal Convention sessions debated much about credits and exchange. . . . But this same delegate told us that he has lost in the last year \$425 on bad foreign credits. . . . He also has a grand total of \$1150 tem-

porarily tied up through exchange restrictions. . . . Both items together do not amount to 1% of sales . . . 98% of his foreign drafts are paid on time.

We were impressed by the number of self made exporters in attendance here.

And at the risk of offending those who would throw a cloak of mystery around export, it is interesting to note the career of Henry J. Leisenheimer, as an example of many others.

We recall the day years ago when young Mr. Leisenheimer walked into our office and announced that he had been drafted out of the financial department of the Cleveland Tractor Co. . . . And though utterly without export experience, placed in charge of the company's exports. . . . The company had just two foreign distributors at the time. . . . Some "experts" had shaken their heads sadly at Mr. Leisenheimer and suggested that he better stick to his mathematics. . . . We didn't.

Today Cletracs have a world wide export distribution, from the snow clogged roads of Switzerland to the burning sands of Sahara. . . . And Mr. Leisenheimer after touring the world is now vice-president not only in charge of exports but also of domestic activities. . . . Also he is a past president of the Cleveland Export Club. . . . There is no mystery about export. . . . But it does require ap-

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plication, attention to details and large chunks of common sense. . . . Plus a little advertising.

* * *

Dashing back to the office between sessions we noted this example of how the American Exporter creates business by taking the foreign buyer through the United States editorially. . . . An issue or so ago we told the world about the new "T. V. A." models of refrigerators and other electric appliances. . . . Particularly the 2-foot refrigerators. . . . We even had Rex Cole in the story. . . . Well here's a letter from Smith Robertson & Co., Ltd., Trinidad, British West Indies, as a result. . . . They want to handle these new types of equipment and add: "We must give credit to your wonderful magazine for inspiring us with the idea in mind."

* * *

And from down under, from Sydney, a letter in the same mail from Hislop, Lloyd, Ltd., one of the best known importers of automobile parts. . . . They say "We find the American Exporter very helpful indeed. . . . Not only does it contain a volume of information but assists us in keeping in touch with new products being advertised."

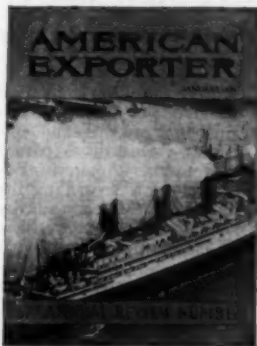
* * *

After talking to scores of the actual export executives at this Convention, the men whose jobs literally depend upon their selling American goods abroad at a profit to the manufacturers, we see one reason why we had

as much space booked for our Annual Review Number by October 1 this year as we had by November 1 last year.

* * *

For the orders are coming in. . . . And, as it is, exports of manufactured goods in the first nine months of the year were running at the rate of just under a billion dollars a year. . . . Another reason is that most of these manufacturers know from experience that the advertising and foreign trade service of the American Exporter pays dividends.



And, you, too, have time to start with this 57th Annual Review Number. . . . An international institution. . . . Let's talk it over.

AMERICANEXPORTER
370 Seventh Avenue
New York City

DECCA SCOOPS MUSIC WORLD



**ALL NEW RECORDINGS OF
THESE GREAT ARTISTS**

NOW ON DECCA RECORDS EXCLUSIVELY only 35¢

<p>ALICE FAYE The Girl in the Red Velvet The Girl in the Red Velvet The Girl in the Red Velvet</p>	<p>BING CROSBY The Girl in the Red Velvet The Girl in the Red Velvet The Girl in the Red Velvet</p>	<p>THE STREET SINGER The Girl in the Red Velvet The Girl in the Red Velvet The Girl in the Red Velvet</p>
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DECCA
All the Records
at Your Local Dealer 35¢

Aggressive advertising is a plank
in Decca's platform

going to supply the volume we need to be able to offer our quality records at the price I have mentioned. Our belief is also backed up by my experiences with our English company.

We recently took the front page of the London *Daily Mail* to advertise just one record and our sales of that record have passed the 100,000 mark. Again in England we pushed a record by the Street Singer of "Marta," and by aggressive publicity work we have sold over 150,000 pressings of that number.

In England most sales of popular hits are on records equivalent to the price we are offering here and a relative small proportion of such popular record business is done on those recordings that are equivalent in price to the higher priced records in this country. The opinion in America seems to be that if people want records, they'll buy them.

This will not be our philosophy since, on the other hand, we are out not only to obtain sales from those who are present users of records but also to awaken a new interest and to go out and create new buyers.

This aggressiveness, of course, is

predicated on the fact that there is a waiting market, and we believe there is for the following reasons:

Radio, of course, is bringing innumerable artists to the attention of the public. Out of the varied offerings that radio gives, people will choose the artists whom they particularly like. Say, for example, that a radio listener is especially fond of the singing of Bing Crosby. He can hear him once a week on the radio. But through the purchase of Bing Crosby records, at a comparatively small price, he can listen to Crosby sing the particular songs he likes any time and almost any place.

Again radio programs naturally have to try to appeal to every type of individual at once. Their offerings become so varied that they cannot always give as much of their time over to the particular artist or type of entertainment that a particular listener may like especially. Only through the medium of records can you hear what you want by whom you want when you want.

Roughly there are really five divisions to the market that awaits us. First, the general public who have not been able to play themselves and who want to hear the music of their own selection.

Then there is a large outlet among college students. American college students take a great pride in being connoisseurs of certain dance orchestras. Fraternities, sororities and other groups buy surprising quantities of records of their favorite orchestras. We have had marked success in selling Decca records in such towns as Princeton and New Haven. The popularity of songs, of course, does not last long and this means a quick turnover for us.

Another large market is supplying the needs of automatic recording machines such as are found in restaurants, beer parlors and road houses. When it is considered that these machines use from two to twenty recordings every week, this means a large potential market.

Another market can be classed as the carriage trade. There are still enough wealthy people who

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can go into a store and buy \$25 or \$30 worth of records because they are throwing a party that night and want to fill up their automatic changing phonographs with a whole new lot of records.

Another market exists among the group of record collectors and there are numerous people who build libraries of musical selections. While sales of popular music are limited in this group because for the most part musical libraries are built of classical pieces, you will find among these collectors those who are very much taken with negro band music which they describe as "primitive" and which are equivalent to what appeals to the college group under the less elegant expression, "hot music."

That briefly describes our market. We are going after it aggressively with advertising. We began by taking large space in five news-

papers in New York and we are going to keep up this advertising. We have already used advertising, too, in the New England area and in the Middle West.

Our plans call for the use of thirty-seven newspapers in thirty-three cities. Our initial advertising in New York and other advertising so far has brought us enough orders so that our plant is working three shifts to supply the demand. We shall spread our advertising into other cities as we are able to step up our production to the demand for the product.

A brief summary of our plans, then, would be to say that first of all we want to supply records of outstanding talent, secondly, to make the price within the reach of a mass market so that we can build volume sales and, third, to use aggressive advertising to create this volume and increase the interest and use of records.



Tuthill Directs NBC Talent Sales

Under a re-organization of NBC Artists Service, which is under the direction of George Engles, vice-president of the National Broadcasting Company, activities of talent supply and management have been separated from those of talent sales. D. S. Tuthill has been appointed sales manager to direct talent sales. He has been with NBC since 1925.

Edward de Salisburry has been appointed sales promotion manager. He has been art director of the NBC advertising and sales promotion department.

The entire personnel of the department has been retained, and certain additions will be made. These will include a band booking division, a Hollywood office, and representatives for motion picture, hotel and night club booking.

Artists Service representatives, under the new arrangement, will make direct contacts with advertising agencies and other NBC clients, and a central booking office will be established within the department.



A. D. T. to Calkins & Holden

The American District Telegraph Company, which renders a protection service against fire and burglary, has appointed Calkins & Holden, New York, to handle its advertising.



Roberts Made Art Director

Edwin A. Roberts has succeeded Lann B. Smith as art director of Hirschon-Garfield, Inc., New York advertising agency.

To Hold Congress of Industry

A Congress of American Industry will be held at the Waldorf-Astoria Hotel in New York on December 5 and 6 in conjunction with the annual convention of the National Association of Manufacturers.

Coming shortly before Congress convenes to consider the emergency New Deal legislation which expires next year, the convention has been designed as a medium through which manufacturers may express their points of view on national problems which Congress will consider.

The association's committee on future relations of Government to industry, under the chairmanship of James W. Hook, president of the Geometric Tool Company, New Haven, will present its report dealing with the NRA for consideration of manufacturers attending the convention.



New Accounts to Reese

Paul E. Flato, Inc., New York, jewelry, has appointed Thomas H. Reese & Company, Inc., of that city, to direct its advertising. Class magazines and direct mail are being used. This agency has also been appointed to direct the advertising of The House of McAteer, New York, liquor. Magazines and newspapers are being used.



Joins Toronto Lithographer

Arthur Hodgson, formerly with the Toronto Globe and later with the Owen Sound, Ont., Sun-Times, has joined Richardson, Bond & Wright, Toronto, photo-lithography.

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Vitamins for Bread

A MERCHANDISING plan by which individual bakers become part of a national advertising campaign was outlined at New York last week by the National Oil Products Company, Inc., producer of Vitex Vitamin D extract. This company is sole licensee in this country of the process discovered by Dr. Theodore Zucker, of Columbia University, for extracting Vitamin D from cod liver oil, and in turn licenses bakers to the use of the process in introducing Vitamin D in bread.

Under the plan, individual bakers throughout the country feature Vitamin D bread under their names, using a "4 D Plan for Better Teeth," as worked out by National Oil Products, in their advertising and promotion.

This plan consists of four recommendations: 1. See your dentist; 2. Practice dental hygiene; 3. Plan your diet; and 4. Get plenty of Vitamin D. It is being offered to bakers as a selling keynote designed to offset the decline in per capita consumption of bread and to place that product in a class with other so-called "accepted" foods—that is, foods of high nutritional quality and generally accepted by medical, dental and dietetic pro-

fessions. In other words, the 4-D plan becomes the trade-mark of the campaign.

In promoting the plan, the company is pointing out that each baker is enabled to feature a loaf of a size, shape and quality that is most acceptable to the territory which he serves, while doing away with the strictly "national" loaf or one loaf to meet all sectional tastes.

Each Vitex licensee is provided with a merchandising portfolio which contains a complete advertising and merchandising campaign. This kit breaks down into five sections: 1. Plan technique—how to work the 4-D plan; 2. Sales training and dealer promotion; 3. Physicians and dentist contact; 4. Consumer advertising; and 5. Publicity.

Plans have been made so that the baker, working with a representative of National Products, may use whatever medium he has found most successful for his territory. The representative works out an advertising budget also, which may vary from .33 to .6 of a cent per loaf. Since the plan offers the baker a strong selling argument, it has been found that most licensees concentrate most of their advertising on the Vitamin D loaf.



New Anheuser-Busch Campaign

Anheuser-Busch, Inc., St. Louis, has approved plans for the merchandising and advertising of Budweiser and all Anheuser-Busch products in 1935. The campaign will be handled by the D'Arcy Advertising Company, which handles this account.



With Carey Press

George L. McClintock, formerly with the Eagle Press, Brooklyn, N. Y., has been appointed vice-president in charge of sales of the Carey Press Corporation, New York.



Portland Cement Advancement

W. D. M. Allen, who has been director of promotion of the Portland Cement Association, Chicago, has been appointed advertising manager.

"Time" Appointments

Time, New York, has appointed James Linen as assistant to William J. McDonald in the New England territory. Edward Daugherty, formerly with the General Electric Company, has joined the New York sales staff.



Made "Transcript" Director

To fill the vacancy caused by the death of George S. Mandell, Henry T. Claus has been elected a director of the Boston Transcript. He has been with the paper since 1905 and has been editor-in-chief since 1925.



New Account for Gale & Pietsch

The Peter Fox Sons Company, Chicago, commission merchant, has appointed Gale & Pietsch, Inc., of that city, as its advertising agent.

"POKER FACE"



Ask any salesman how he likes to tell his proposition to a prospect who sits in carved granite silence with a "poker face" expression . . . "dead pan," some folks call it. (In general mass-market advertising is up against that same thing. Readers wear a mask of sales resistance. It's difficult to get under their skin. (But wait . . . we know one magazine noted for its appeal to just about the *most receptive* audience in the world. It's a man's magazine, and its 816,000 regular readers cast aside their resistance when they bury their noses in its friendly pages. (The American Legion Monthly. Bringing together every month a great army of 816,000 good fellows in a common mood of comradeship. A magazine read from cover to cover in a spirit of sentimental attachment—a real front door to a huge market of good spenders. (816,000 men of an average age of 39. No short pants; no long beards; few under 35, few over 45. Men in the prime of life at the top of their stride—with an average income well above the national average—and friendly to advertisers in this magazine because it is *their own* magazine. (Cost? Only \$1600 a page, which is only \$1.98 per page per thousand. Any way you look at it—it's a buy.

"It Gets Under Their Skin"

Business in Small Towns

DAILY average sales of general merchandise in small towns and rural areas, based on a cross-section check throughout the country, showed an increase in dollar volume from August to September of $43\frac{1}{2}$ per cent, according to figures just issued by the Bureau of Foreign and Domestic Commerce. Sales for September were $33\frac{1}{2}$ per cent larger than for the corresponding month of 1933 and 60 per cent larger than September, 1932. The aggregate increase in sales in small towns for the first nine months of 1934 was 26 per cent above that for the corresponding period of 1933. What other market is showing such startling increases in retail sales?

These tremendous monthly increases in merchandise sales in small towns are doubly helpful right now to national advertisers—exactly what many firms needed to round off a profitable 1934. Contrast this boom business in the small

The HOUSEHOLD

TOPEKA, KANSAS

(Guaranteed 1,750,000)

New York

Chicago

Booming Towns

in small towns with the situation in the big industrial cities beset with labor troubles and unemployment relief problems.

More and more national advertisers are realizing that advertising in the small town market has a grand opportunity of paying out. Witness the 1934 lineage gains for the small town magazine field. Household's gain alone is 33 1/2 per cent.

Household not only had the best gain in the small town field but it tops with its 20 per cent gain such leading women's magazines as Good Housekeeping with its 10 per cent; McCall's with its 8 per cent, and Woman's Home Companion with its 7 per cent. Furthermore, the December issue of Household is the biggest December issue in the long history of the magazine. The same is true of the last quarter of 1934. Household printed 136 more copies in 1934 over 1933—a 29 per cent increase.

HOUSEHOLD MAGAZINE

Guaranteed (1,750,000)

ARTHUR CAPPER, Publisher

San Francisco

Detroit

FOR PARENTS

Child Life Pantry

Food page edited by Mary I. Barber, nationally known dietician and home economics authority. Instructs mothers about what foods children need in balanced diet and how they should be prepared to appeal to boys and girls.

Book Friends

Edited by Muriel Fuller. The best of the new books for children of all ages are reviewed. A reading service of real value for the discriminating mother.

Child Life Kitchen

Written by food experts who know how to present recipes and methods so that mothers can easily teach young daughters the fundamentals of cooking.

Shopping Service

Conducted by Ann Wickerfield who keeps mothers informed of new products, their cost and where they may be secured.

Child Life Fashions

The Well-Dressed Child page edited by Mrs. C. T. R. Lewis, New York stylist, brings mothers authentic news about smart looking clothes for children direct from the fashion centers of the world.

Favorite Recipes

Conducted by Eva Sampson, director of the Child Life Testing Kitchen, who compiles a column of recipes each month which mothers welcome when planning menus.

FOR CHILDREN

Stories and activities by the best known authors and artists. Each year gives 4 book length serials, 12 messages from famous people, 12 picture puzzles, 30 entertaining short stories, 12 colored indoor games, 18 easy workshop plans, 12 colored cut-outs, 45 poems, 96 pictures from strange lands, 30 nursery stories, 12 picture stories, 12 plays.

What the

DOUBLE ANGLE ATTACK

Did for

SHREDDED WHEAT—

In 1932 a questionnaire revealed that 64.8% of Child Life families were using Shredded Wheat. In the following two years the number jumped to 88% of Child Life families.

This increase was brought to light by a unique Detective Contest staged by Child Life in the August 1934 issue. Children were asked, with the aid of parents, to identify all the products shown on a page, to write a letter telling which one they liked the best and to make a list of those used by the family.

In thirty days 1451 replies were received—an analysis of which established the two year gain in the number of Child Life families using Shredded Wheat.

CHILD LIFE

E. EVALYN GRUMBINE

Advertising Director

111 Eighth Avenue
New York City

Would you like to know more about this DOUBLE ANGLE ATTACK? We'll be glad to send the story.

Sentiment in Collections

Letters That Used the Christmas Spirit to Unloose Bonds of Bad Credit

NOT much room for sentiment, certainly, in collection letters. Is it not true that this debtor of ours has failed to meet his obligations—owes us money? Let him pay what he owes; sentiment, maybe, after that.

Here is one manufacturer, however, who has found that he can interpolate a little sentiment into a collection series and come off the winner.

The Monticello Cotton Mills Company, Monticello, Arkansas, found itself creditor to a certain concern which had received a line of credit that would have been ordinarily justified by the firm's rating. At the peak of its allowance, the firm's business suffered a slump from which it seemed problematical that it would emerge. By ordinary methods approximately one-half the amount due was collected. Then remittances ceased altogether.

Carl L. Martin, assistant treasurer of the Monticello company, agreed that it would not be good policy to press or threaten under the circumstances. "It was decided," he said, "to experiment on the head of the firm with certain sentimental suggestions of a seasonal nature—a procedure which will bring a Bronx cheer from every collector in the United States!

"The head of the firm was Irish. That argued a sentimental nature."

So it was that the following letter was written, called the Christmas letter:

GENTLEMEN:

We attach for your consideration a statement of your account, showing a long over due balance of \$430.34.

You were doubtless, in common with the writer and some millions of other American children, reared with a childhood faith in Santa Claus. Later, as you grew in stature and worldly wisdom, you were told

by your more sophisticated acquaintances that "there ain't no Santa Claus." And you were hurt and bewildered. You had lost something, the most valuable thing that children (or grown-ups, either) possess—that serenity of faith in the wonderful spirit which men have personified in the little, age-old, jolly, round-bellied Santa Claus.

Perhaps you—like the writer—carried over from your bewildered hurt a feeling of resentment at the iconoclasts who had blasted your childhood dream—a resentment which did not aim at reprisal, but rather to prove that the iconoclasts were *wrong!* And perhaps (like the writer, again) you have lived to see your childhood faith in Santa Claus justified. You see it translated into a year-round, everyday's business of giving. The gifts are not the tinsel-wrapped knickknacks which filled our childish hearts with a joy unutterable. But, in keeping with our maturer conceptions of value, they have greater worth.

Credits . . . Confidence . . . Good-will. Intangible all as the elusive person of the little, round-bellied Saint whom we tried so hard to see when he dropped down the wide-throated chimney to fill our stockings. Yet as tangible as the gifts which we found in our stockings on Christmas morning!

Yes, THERE IS A SANTA CLAUS! We have received too many of these worth-while gifts to doubt it. You, too, have received them. And like ourselves have learned that the perpetuity of this spirit of peace and good-will to men has as its only guaranty a mutual urge to PASS THESE FAVORS ON, and in particular TO HELP THE ONE WHO HELPS US.

We think you will not disappoint us. Rather, that you will mail us a check as concrete confirmation of our faith in the year-round Christmas spirit.

Results proved that sentiment may have a logical place in a seem-

ingly unbeatable collection situation, for, without further statements or letter writing, the account was reduced in successive stages to one-fourth the outstanding amount. Not bad, for an account long past due with a firm that was considered to be standing on slippery ground.

Then a month lapsed without a further payment and this second letter was written:

GENTLEMEN:

There is a saying in Holy Writ that "Hope, long deferred, maketh the heart sick."

We do not know just what association of events combined to prompt the utterance of this great truth. It might be that the father of the inspired writer had promised him an underslung, streamlined chariot when he reached the age of twenty-one. And the years, as is their habit in youth, were tardy in their passing. It might be that the girl of his choice had consented to marry

him when (and if) he could scare up an income that would justify a two-room flat not too far from the bazaars. Or it might be that, following the natural heritage of his Hebrew blood, he had engaged in a business wherein he had advanced credit. . . .

At any rate, the saying is a true one. And it follows logically that hope longer deferred will make the heart sicker.

So . . . may we not have an early settlement of your account.

The account now shows a debit of only \$83—just one-tenth the original amount. With the last remittance was a letter promising payment in full next month, thanking the creditor for his forbearance and requesting current quotations on his product.

"There is more sentiment in business," says Mr. Martin, "than we have dreamed of in our entirely too realistic philosophy."



Canadian Coverage Studied

The Association of Canadian Advertisers, Toronto, has completed a detailed survey of the coverage obtainable with the various types of media in Canada. The study has been compiled in three volumes: Volume 1. The circulation of all daily newspapers in Canada by Provinces and cities and towns of over 5,000 population; Volume 2. Similar data on circulation of magazines and metropolitan week-end newspapers; Volume 3. The circulation of daily newspapers, magazines, metropolitan week-end newspapers, weekly newspapers, farm papers and financial in towns of over 500 population. Copies are available from the secretary of the association, Federal Building, Toronto.



Manders Adds to Staff

The following have joined the staff of The Manders Company, Inc., New York, lithographed and printed promotional material: C. F. Cookson, mechanical display division; A. Caplin, merchandising; T. S. Ruggles, sales promotion; and Howard Dodson, general design. The company is now located at 62 West 45th Street, New York.



Represents "Florida Farm & Grove"

Powers & Stone have been appointed Chicago representatives of the *Florida Farm & Grove*, feature farm section of thirty-six Florida newspapers. H. B. Knox, Jr., is New York representative and A. Hawley, Cleveland representative.

New York Post Installs Officers

The New York Advertising Men's Post 209 of the American Legion has installed the following new officers for the coming year: James Hurley, New York *Mirror*, commander; Theodore F. Seymour, business consultant, Earle Townsend, *The Star*, George Jordan, Pope Newspapers, Frank J. Canon, and William Wiese, Winwick Press, vice-commanders; Sidney L. Weedon, Park, Austin, Linscomb, Inc., adjutant; Louis Gutterman, Knickerbocker Shirt Shop, treasurer; Peter de Mott, sergeant-at-arms; John H. Brady, insurance, historian, and the Rev. Frank Peer Beal, chaplain.



Enters Cosmetic Field

Charles H. Phillips Company, New York, a subsidiary of Sterling Products, Inc., is entering the cosmetic business with its new Milk of Magnesia texture and cleansing creams. Newspapers and sampling are being used in Pittsburgh and Chicago. Advertising will not be extended until after the first of the year. The Thompson-Koch Company, Cincinnati, is handling the campaign.



Death of B. G. Merrill

Bertram Graves Merrill, sixty-one, advertising manager of the Hinsdale, Ill., *Doings*, died on October 23. Mr. Merrill is survived by his widow and by two sons, Charles D. F., publisher of the *Doings*, and T. William, district sales promotion manager, Westinghouse Electric & Manufacturing Company, Chicago.

Books for Advertisers

The Bible, "Your Money's Worth," *American Weekly* and March's Thesaurus Get Some Votes

JOHN CAPLES

BATTEN, BARTON, DURSTINE &
OSBORN, INC.
NEW YORK

This is in answer to your request for a list of ten or fifteen books *not about advertising* which should be read by advertising men.

My first impulse was to list such books as the "Bible," "Way of All Flesh," "Les Miserables" and others which would reflect credit on me as a wide reader of good literature. However, on second thought I think it would be better to tell the truth and admit that none of this reading has helped me in any way in preparing better advertising for clients.

As a matter of fact, I have seen more harm than good come to advertising writers as a result of their reading. For example, beginners in advertising who have been readers of Dickens usually write an advertisement built around the character of Mr. Micawber. Other beginners who have had an academic education almost always turn out an advertisement which shows a king sitting under the sword of Damocles. The copy states that if you do not buy the product advertised, you yourself are sitting under the sword of Damocles. Whenever advertisements of this kind have been put to a sales test they have been failures.

I know only one way to learn how to prepare good advertisements, that is, to prepare copy which you think will appeal to average people and check the sales results from the copy. If you can't do that, you should study and imitate the advertising of those manufacturers who are checking sales results from advertising.

I have found that certain books on advertising have been a help to me, but other books, although they have been a pleasure to read, have not helped me in a business way at

all. If an advertising man wants to do some outside reading, he should read a good daily newspaper and such magazines as *Time* and *Business Week*. He should also read the *American Weekly* once in a while in order to study the methods of editors who know how to dress a story up with words and pictures so that it will appeal to millions of people.

* * *

S. ROLAND HALL
EASTON, PA.

Well, 'tis good to see the old Hall Advertising Handbook paraded once more as a "valuable" after all the water that has passed under the mill wheel and the dam since 1921 when the first edition was prepared.

It is hard to think of other books by titles.

"Executives Business Law," by Toulmin.

"Business Law" from Alexander Hamilton Series.

"Imagination in Business," Lorin Deland.

"Today and Tomorrow," Henry Ford (for vision).

"America at Work," Joseph Husband (for word-picture building).

"Your Money's Worth," (for antidote to over-boosting of advertising!).

Then every advertising man should read a good book on sales management. Modesty forbids my mentioning one written by a fellow whose initials are S. R. H. George Frederick wrote a good one, and I understand the Dartnell Book is fine, too—though I haven't examined it closely.

I can't recall titles but there are some fine books dealing with research work, report-compiling, statistical studies, population and buying trends, etc., that are good mental food for advertising men.

Old Man Walter Pitkin's "Life

Begins at Forty" is O.K. for us old chaps who passed forty so long ago that we have forgotten when!

Sorry I can't muster up a dozen titles. For myself I find some help and entertainment in the books of the day dealing with economics, political aspects of industry and business and then when I have a good fill of this stuff I settle down further in my easy chair and take up one of my library of some forty law books. You see, around the age of eighty, when business has no further use for the old man I may retire to the old village home place in Virginia where I really and truly have an old-fashioned house and a colonial-type law office—will grow side-whiskers, learn to chew tobacco and end my days as a country lawyer. I read law for some two years when the notion was in my noddle in the Late Nineties to become a court reporter.

* * *

DANIEL F. SULLIVAN
CANNON MILLS, INC.
NEW YORK, N. Y.

Here are three books—not about advertising—which might answer the specifications.

"Middletown," by Robert and Mary Lynd.

"The Consumer," by Walter Pitkin.

"The Decline of the West," by Spengler.

I include the last because most advertising men think that human nature got its start the day they were born whereas a good man like Spengler is apt to upset them in that theory.

* * *

H. A. BATTEN
Vice-President
N. W. AYER & SON, INC.
PHILADELPHIA

I am listing below the books I would suggest.

"The Bible."

"Madame Bovary"—Gustave Flaubert.

"Huckleberry Finn"—Mark Twain.

"Vanity Fair"—W. M. Thackeray.

"The Way of All Flesh"—Samuel Butler.

"The Brothers Karamazov"—Dostoevsky.

"Faust"—Goethe.

"The Canterbury Tales"—Geoffrey Chaucer.

"Winesburg, Ohio"—Sherwood Anderson.

"Collected Stories"—W. W. Jacobs.

"Only Yesterday"—Frederick Allen.

"American Commonwealth"—Bryce.

"Our Times"—Mark Sullivan.

"Middletown"—Lynd.

* * *

T. HARRY THOMPSON
N. W. AYER & SON, INC.
PHILADELPHIA

I predict that no two lists of fifteen books NOT about advertising, to be read by the advertising practitioner, will agree, even in part. How in the name of Simon and Schuster could they? Each has a different type of mind, and the book that panics one reader will leave another cold as restaurant mashed potatoes.

However, in my own list presented herewith, I believe that advertising men (or women) will get a fair idea of that Great Imponderable—human nature—if not actual entertainment. Here, then:

"The Holy Bible."

"Our Times" (5 vols.), by Mark Sullivan.

"Outline of History," by H. G. Wells.

"Huckleberry Finn," by Mark Twain.

"The Dublin Letters," by Lee Harriman.

"This Country of Yours," by Morris Markey.

"Microbe Hunters," by Paul de Kruif.

"Young Man of Manhattan," by Katherine Brush.

"Show-Girl," by J. P. McEvoy.

"Overset," by Franklin P. Adams (F. P. A.).

"Devils, Drugs and Doctors," by I Forget Whom.

Complete Works of O. Henry.
Any or all of Ring Lardner.



Things have CHANGED in Baltimore

... Change all old ideas on selling Baltimore ... there's a new, a dominant, an overwhelming voice that will not be denied ... there is now ONE paper reaching over 81% of ALL homes in the Baltimore A. B. C. city zone ... ONE vast group of 4 out of every 5 families ... the IMPERATIVE buying group ... the Baltimore News-Post is now read by

193,600 DAILY

... by far the largest circulation ever attained AND MAINTAINED in the Baltimore territory ... more in the city, more in the suburbs, more in the country ... and constantly increasing ... equally impressive is the dominant position of the Baltimore Sunday American. Its circulation of 219,235 is the largest in all of the South ... Things have CHANGED in Baltimore. Get the LATEST facts ... today.

BALTIMORE NEWS • POST

Baltimore's Outstanding Newspaper

Nationally Represented by RODNEY E. BOONE ORGANIZATION

Any or all of Dorothy Parker. "Anthony Adverse," by Hervey Allen.

"Anthony," as you know, may take you all winter to read, but there are some grand passages to repay your time. For example, when he speaks of the abandoned cannon in the old Cuban fort, in which rats have made their nests—"squeaking in the sterile wombs of thunder."

Another book that lets a lot of light into what peculiar people there are among those "millions of readers" reached by your advertising, is Kraft-Ebing's "Psychopathia Sexualis." It calls for a strong stomach, but evidently there are "dopes" all around us such as the old German physician fluoroscopes in his case-histories.

A book that is not "about" advertising, but which I find almost indispensable in many ways, is March's Thesaurus Dictionary. Especially is this tome valuable to the writer of advertising. Ordinary dictionaries and synonym-books pale in comparison.

* * *

J. D. GABBOTT

SALT LAKE CITY, UTAH

"Let's Be Normal!" by Fritz Kunkel, M. D., Germany's leading individual psychologist, outlines very simply, thoroughly and comprehensively the true fundamentals of human behavior. Its principal merit is its extreme simplicity and

hard common sense. None of the ordinary hokum of psychoanalysts is contained in it.

"God Helps Those . . ." by the same author, is a continuation of the above book. It shows how the character can be developed, how obstacles in the way of personal development can be overcome and helps the reader to gain a greater measure of physical and mental happiness.

* * *

LOCKWOOD BARR

NEW YORK

Here is my suggestion for books—not about advertising—which should be read by men in the advertising business.

It is not original with me and has been advanced by so many, so often, that I am surprised the book does not head your list.

I refer, of course, to the Bible.

* * *

OTTO KLEPPNER

President

SMALL, KLEPPNER & SEIFFER, INC.

NEW YORK

Regarding the "15 book" question:

It is easier to name one book than fifteen.

For an epic view of mankind . . . for a universal insight into human nature . . . for a grasp of elemental economics . . . for beauty and variety of style:

The Bible.

* * *

Trade Commission Calls for More Continuities

The Federal Trade Commission has made a second call on broadcasting stations for the filing of copies of advertising continuities. This call covers continuities to be presented between November 15 and 30.

Calls are now being made by zones and the recent call covers stations in Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Massachusetts, New York, New Jersey, Delaware, Maryland, District of Columbia and Puerto Rico. Calls upon the remaining four zones will be made later.

The Commission's first request covered the month of July and brought in 100 per cent replies, the majority of which were found to be subject to no criticism.

Greist Agency Affiliates with Gardner

E. Harold Greist, who recently established an advertising agency under his own name at Chicago, has affiliated his company with the Gardner Advertising Company, of New York and St. Louis.

The Gardner-Greist Company will be the name of the merged organization which will have its headquarters at 135 South La Salle Street, Chicago.

H. S. Gardner, chairman of the Gardner agency, will also serve as chairman of the new organization. Mr. Greist becomes president of the Gardner-Greist Company and vice-president of the Gardner Advertising Company. Elmer G. Marshutz and E. P. Proetz, president and vice-president respectively, of the Gardner agency, are vice-presidents of Gardner-Greist.

A Remarkable GAIN

THE TORONTO STAR WEEKLY has taken another remarkably rapid forward stride. Its circulation has increased from 229,072 copies weekly average during September, 1933, to 287,276 copies weekly average during September, 1934. This enormous and spectacular gain of 58,204 copies a week is greater than the total circulation of any Ontario newspaper published outside Toronto.

58,204 WEEKLY INCREASE IN A SINGLE YEAR

The Toronto Star Weekly is essentially a family newspaper. It goes home, stays home and is leisurely read in the home. Its rapidly increasing circulation is splendid evidence of its merits as an entertaining, instructive, informative family newspaper . . . and because it is a home newspaper so widely read by the more progressive, substantial families in the great, wealthy Canadian market, advertisers have found The Star Weekly to be a very profitable medium through which to sell their merchandise. The attractively low advertising rates and the choice of advertising in either black and white or color newsprint, or monotone or color rotogravure, are other features that make The Toronto Star Weekly particularly desirable to advertisers.

THE TORONTO
STAR WEEKLY

By far the Largest Circulation in Canada

U.S. Representatives: C. H. EDDY CO., New York, Chicago, Boston



Booth Newspapers Cover The Home Market **258,428** Net Paid Circulation

Daily average of The Booth Newspapers as shown by Publishers Statement to A.B.C. for period ending September 30, 1934.

A Real Test Market

Run your test campaigns in The Booth Newspapers. You get complete one-paper coverage in each of these eight markets. You avoid waste. You are able to secure economical distribution. You get a real cosmopolitan reaction.

And Michigan—particularly The Booth Newspaper Markets have been foremost in business recovery. Readers of the Booth Newspapers have money to buy!

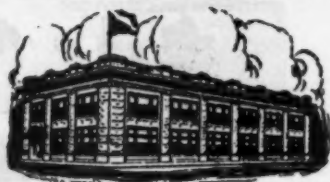
Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
100 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

A NEW RECORD



The Bay City Times

"DAILY and SUNDAY"

Circulation in 1929 was 19,418

Six Months' Average

Ending September 30, 1934

20,586

SEPTEMBER 30, 1934

One Month Average

21,261

BAY CITY

is a city of Diversified Industries, and is surrounded by fertile agricultural districts not affected by the drought.

BANK CLEARANCES

First nine months 1934 increased \$2,987,000 over same period 1933.

BUSINESS TREND

First nine months, 1933 vs. 1934: General retail sales gained 35½%. Industrial payrolls gained 30%.

THE BAY CITY DAILY AND SUNDAY TIMES

The Leading Advertising Medium in Its Territory
Bay City, Michigan

One of the Eight Booth Newspapers of Michigan

I. A. KLEIN, Inc.

J. E. LUTZ

50 East 42nd St., New York

180 N. Michigan Ave., Chicago





Few people realize the extent to which skill enters in the making of an electrotype. As one sees batteries of immense presses, rows upon rows of other machinery in the vastness of the Rapid plant, the immediate impression is that this is electrotyping reduced to line production methods.

But here and there machinery must give way to the skilled man with a tool in his hand — for flashing, guarding, building up, rubbing, measuring, leveling, checking, tooling. In the Rapid plant artist and machine work as team mates in the swift production of "custom-made" electrotypes.

This explains the amazing way in which Rapid can make and ship the enormous volume of electrotypes that pass through the plant each day. It explains, in part, the service that Rapid can render advertising agencies and their clients in taking over their entire electrotype problem, making and shipping the plates as required — whether one or a thousand — promptly and dependably.

The
RAPID *Electrotype Co.*

The Largest Plate Makers in the World CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Radio Broadcast and Libel

Some Important Decisions That Can Guide Advertiser Pending Supreme Court Ruling

By Isaac W. Digges

Of the New York Bar

THE question which automatically occurs to the reader upon seeing the title of this article is: Why libel? Why not slander? Slander has to do with the spoken word, and libel has to do with the written word. It might be argued that a speech or musical rendition, delivered in a studio and communicated by wireless telegraphy to an audience located elsewhere, is essentially *oral* in its nature. That view, however, is subject to other more important considerations.

In the development of the law, as applied to slander and libel, the spoken word was thought of primarily as a spontaneous expression of a man's feelings. Phrases and sentences took on meanings which varied with the personality of the speaker, his intonations and gestures, the type of audience addressed, and the nature or character of the community where the words were spoken.

The written word, on the other hand, dissociated itself somewhat from the personality of the speaker, and was not of necessity confined to a particular audience, or a particular locality. Its destination was not subject to the same control as was the spoken word. The statement published in a newspaper or magazine, for example, was available to anyone who wished to purchase it, to read and ponder.

In the case of libel, there was the additional consideration of premeditation. It is in the nature of a man to say things more carelessly, more spontaneously, or more impetuously than to reduce the same utterances to paper. Greater forethought and greater care are implied in written communication.

Because oftentimes it is human to explode with picturesque vehemence, and because the life of a spoken word is short, the courts

have been less exacting with regard to that type of communication. On the other hand, the written word survives as long as the agency of publication remains in circulation, and the libeled man may find his character besmirched long after original publication.

When these basic considerations are applied to the modern methods of radio broadcast, the superficial and less important factors would seem to classify that type of communication as the transmission of an oral message, but the fundamental factors which caused the early differentiation between libel and slander would seem to indicate that the broadcast message bears a more definite relation to libel than to slander.

Radio's Relation to Slander

Let us look first at those elements which relate the use of defamatory words in radio broadcast to slander. Assuredly, there is nothing permanent in the sounds which come to listeners through receiving sets. If one wished to be technically captious, it might be argued that the life of a radio sound is even more brief than that of the average spoken word, in that it takes less time for radio waves to disappear into space than it does for the ordinary word to travel from speaker to audience.

But herein the resemblance ceases. Time on the air is a costly and valuable commodity. There certainly is as great a degree of care displayed in selecting words for a radio broadcast as there is in selecting words for a newspaper article, or for an advertisement in a publication. In most cases, the script for the broadcast is carefully prepared and carefully censored before it reaches the public. The

words pass from one end of the land to the other. They are not localized as is the case of a speech or conversation. The words used must have a universal meaning in order to be understood by the vast audience reached.

Libel, as a court action, presupposes the written word, whereas slander is based on faults committed in the misuse of the oral word. Because libel is a more serious offense, the amount of damages assessed is apt to be greater. In this connection, it is interesting to note that many words uttered orally are not considered slanderous, but those same words, if reduced to writing and published, would be considered libelous.

For purposes of analogy, an interesting case is that of *Patterson vs. Western Union* (72 Minn. 41) involving a derogatory message which was sent over a telegraph wire. The defense raised the point that the message was not written, but being transmitted by sound, was in the nature of a slander and not of a libel. The plea was dismissed,

the court holding that the method of transmission of the message was immaterial, and that the important thing was that the message was in fact transmitted and reduced to writing. In the case of *Snyder vs. Andrews*, (6 Bar (N.Y.) 43), a similar point was raised and a similar decision rendered.

One of the first cases which bears on the question of radio, as a means of communication, was *Witmark vs. Bamberger* (291 Fed. 476), decided in 1923. That case involved the infringement of a copyright. It was shown on trial that the radio broadcasting station of the Bamberger store in Newark, New Jersey, had used a song, the copyright of which was owned by a music publishing house. The court found that the broadcast of the copyrighted song was a public performance for profit, as the store was not to be classed as a charitable institution. Otherwise stated, the department store was advertising with the hope and expectation of procuring customers in the same manner as advertisers who pur-



SPENDERS

A Short Short Story

Paying 50 cents for a magazine is in direct proportion to paying \$135 for a suit or \$3600 for a car—it's an indication of ready money and the inclination to part with it.

chased space in other mediums of advertising.

There are two other cases which bear directly upon the subject of this article. First is the case of *Sorenson vs. Wood*, decided in the State of Nebraska, in the summer of 1932; the second is the case of *Miles vs. Louis Wasmer, Inc.*, and others, decided in the State of Washington in the spring of 1933.

The Nebraska case is the leading case on the subject, and is quoted with approval in the Washington case. It appeared in the former case that, in the heat of the Nebraska election, things were said over the radio which, in the opinion of the court, exceeded the bounds of propriety even in a political contest. The owner of the broadcasting station was sued, and the form of the suit was an action in libel. Judgment for the plaintiff was sustained by the Supreme Court of Nebraska, and the following principles were laid down by that court in its decision:

First: Defamatory words read aloud

by a speaker from a written article and broadcast by radio constitute libel rather than slander.

Second: The defense that the holder of a Federal license for a broadcasting station is a common carrier, within the meaning of the Interstate Commerce Act, is not available.

Third: The Federal prohibition of the censorship of material broadcast over a radio station by candidates for public office merely prevents the licensee from censoring words as to their partisan or political trend, but does not give a radio station the privilege to join and assist in the publication of a libel.

In holding that there was no good reason for not applying the same rule of responsibility with reference to broadcasting stations, as is applied to their competitors, the newspapers, the court adopted the following line of judicial reasoning:

The defendant company, like most radio broadcasters, is to a large extent engaged in the business of com-

NOV.

lit

FOR MEN

**Approaching
200,000
Circulation**

**50c.
per copy**

mercial advertising for pay. It may be assumed that this is sufficient, not only to carry its necessarily large overhead, but to make at least a profit on its investment. For it appears that the opportunities are so attractive to investors that the available airways would be greatly overcrowded by broadcasting stations were it not for restriction of the number of licensees under Federal authority.

Such commercial advertising is strongly competitive with newspaper advertising because it performs a similar office between those having wares to advertise and those who are potential users of those wares. Radio advertising is one of the most powerful agencies in promoting the principles of religion and of politics. It competes with newspapers, magazines and publications of every nature. The fundamental principles of the law involved in publication by a newspaper and by a radio station seem to be alike. There is no legal reason why one should be favored over another, nor why a broadcasting station should be granted special favors as against one who may be a victim of a libelous publication.

On the subject of the radio broadcasting station as a common carrier, the court, adverting to the fact that no court had decided that question, had this to say:

The Company also alleged that it was a common carrier of intelligence by wire and wireless within the meaning of the Interstate Commerce Act. (49 U.S.C.A. 1 et seq.) This has never been decided by any court. We know that licensees of broadcasting stations in their annual meetings and eminent counsel have taken the opposite view; and that in 1929, the American Bar Association adopted a resolution instructing its committee on radio law to oppose the enactment of any legislation declaring broadcasting stations to be common carriers or, as such, subject to a common carrier obligation with respect to the transmission of communications. (54 Am. Bar Ass'n. Rep. (1929) 90.) We are of the opinion that the defense of the company that it is a common carrier is not available here.

The subject of censoring political speech, on which the Court also ruled, is not sufficiently germane to the business of commercial advertising to be discussed here.

To summarize: *Sorenson vs. Wood* is authority for the propositions that (a) radio script broadcast by wireless telegraphy is libel rather than slander, and that, (b) as is true with newspapers, due care and honest mistake do not relieve a broadcast station from liability for libel.

Miles vs. Louis Wasmer, Inc., decided by the Supreme Court of the State of Washington, exactly ten months after the *Nebraska* case (June 10, 1933), cites the earlier case with approval insofar as the liability of the radio station is concerned. This case had its background in the late Prohibition amendment. The plaintiff was the county sheriff. A broadcasting station was one of the defendants. It appeared on trial that a newspaper dedicated to the cause of repeal, had purchased time on the air from the defendant radio station, in which time the newspaper devoted itself to a broadcast to the general effect that the sheriff of the county was engaged in the practice of confiscating moonshine stills, and then selling those stills cheaply to whoever wished to buy, thus permitting other and less experienced moonshiners to set themselves up with a smaller overhead. It was suggested, ironically, that perhaps the county needed the money. In point of fact, the stills were broken up before they were sold, and then sold as copper. The court held that there was an imputation of incompetence on the part of the sheriff, and that he was entitled to redress.

That part of the decision, which is of immediate interest, reads as follows:

As to the appellant, *Louis Wasmer, Inc.*, (a radio broadcasting station), it seems to us that there is a close analogy between the words spoken over a radio broadcasting station and libelous words contained in a paid advertisement in a newspaper. The owner of the station furnished

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the means by which the defamatory words could be spoken to thousands of people. It operated the station for profit and received compensation for the time that was used. The question is new and there appears to be a dearth of authority upon it. So far as we know, the Supreme Court of Nebraska is the only court that has spoken on the question.

The court then proceeded to quote extensively from the language in the Nebraska decision and added that the "views there expressed are sustained by reason."

Thus we have, in unambiguous

terms, the expressed views of the courts of last resort in two cases in two States. Other courts may hold otherwise, but the judicial reasoning which assimilates the radio to previously existing mediums of advertising, and applies similar rules of conduct for those responsible for that form of publication, finds historical and logical justification. These two decisions might well be used by the broadcaster as a yardstick for their guidance until the Supreme Court of the United States has uttered the last word on the subject.



Lord & Thomas Expanding

Frequent visits by Don Francisco, vice-president of Lord & Thomas in Los Angeles, to the Eastern offices of the agency, have stimulated rumors that these were preliminaries to an executive change and Mr. Francisco's transfer of headquarters to the East.

Inquiry from PRINTERS' INK has brought an authentic denial of these rumors.

"There is no truth in the report," Mr. Francisco wired from Los Angeles. "We have been expanding our facilities in Lord & Thomas, certain phases of which call for joint and co-ordinated operations in our various offices."

"It is this phase of our program which has called me frequently East during the last several months."

* * *

Omaha Has Research Club

An Advertisers Research Club has been formed at Omaha, Nebr., and is holding regular monthly meetings. Howard Peterson, advertising manager of the Sears, Roebuck Omaha store, is president. Fred J. Driver, Jr., president of the Driver Advertising Company, is secretary and Frank Pellegrin, instructor of journalism at Creighton College, is vice-president.

* * *

Made Los Angeles Correspondent, Doremus

Logan & Stebbins, advertising agency, have been appointed Los Angeles correspondent of Doremus & Company. Ronald Brindley, formerly an account executive with Doremus, has joined Logan & Stebbins in charge of financial advertising.

* * *

Coin-A-Day Plans Campaign

Coin-A-Day, Inc., Cleveland, is planning a merchandising campaign to introduce its coin-controlled electric clocks to manufacturers. Direct mail and business papers will be used. Humphrey, Prentke & Scheel, Inc., Cleveland, is directing the advertising.

Southwestern Agencies Organize

Miles F. Leche, vice-president of Hanff-Metger, Inc., at Houston, has been elected president of the newly organized Southwestern Association of Advertising Agencies.

With a membership of about twenty agencies with branch offices or headquarters in Texas, the new organization is extending an invitation to other Southwestern agencies to become members in a joint movement which will have, among other objectives, the elimination of house and pseudo agencies.

Otto S. Bruck, vice-president of the Johnston Advertising Company, Dallas, was elected vice-president. Alfonso Johnson, Dallas, was elected secretary-treasurer.

* * *

Klinedinst on Timken Board

L. M. Klinedinst has been elected to the board of directors of The Timken Roller Bearing Company, Canton, Ohio, and has been promoted to the office of vice-president in charge of sales to fill the vacancy created by the resignation of Judd W. Spray. Mr. Klinedinst has been with Timken for twenty-nine years and has been vice-president in charge of all industrial sales since 1930. T. V. Buckwalter who has been vice-president of the company for several years, has been elected vice-president and director of The Timken Steel & Tube Company.

* * *

"Executive Purchaser" Appointment

Stuart F. Heinritz has been appointed vice-president and editor of *The Executive Purchaser*, Cleveland. Engaged for the last year in NRA work, Mr. Heinritz was previously associated from 1924 to 1933 with *The Purchasing Agent*. He has opened Eastern headquarters at 11 West 42nd Street, New York.

* * *

Names Loewy Agency

Advertising of Dogglove Products, New York, has been placed with the Loewy Advertising Agency, of that city. Magazines, newspapers and direct mail are being used.

Catalogs for 1935

Improved in Appearance, Better Written; but Some Still
Strive for Thinnest-Paper Prize

By Arthur H. Little

TO one who has been collecting catalogs with the notion of gauging the trend of current catalog styles, it is but natural to tackle, first, the biggest and bulkiest and most formidable. In the breast of nearly every able-bodied man there lurks a latent desire to fight a wildcat.

Well, here is one that, ring-side, weighs about six and one-half pounds. On the part of him who examines the thing, it takes a bit of looking to determine which is its front and which its back; and, after he has arrived at a sort of estimate on that point, it takes still more looking—thanks to tricky typography that seems to read just as unintelligibly either way—to reach an approximation as to which is the top and which the bottom.

The cover, you surmise, is a binder; and you arrive at that supposition when, as you turn it over, certain burr-ended steel wires, projecting from the backbone, plow parallel little furrows in your palms.

You open the creature; and on the inside front cover you find pasted a legend, attesting that, of all the catalogs of the Death-Grip Nut Company, this is none other than No. 4794; and that impressive inscription seems to surround either you or the catalog with an aura of some kind of distinction. On closer examination, however, you discover that what at first smelled like an aura really is the imitation leather, or the paper, or the fish glue, or something out of which this opus was fabricated.

Under the legend of identification, you find what seems to be a well-meaning sentence of instruction. It reads: "To remove any section of the catalog from the binder, simply lift out the wire from the metal back."

That advice is wholly redundant.

For the wires are loose, already. And, as you open one of the sections to read it, all the dismembered parts slide into your lap and three of the wires slip down inside your belt and, although up to this point you've been willing to take the whole procedure in the spirit of good, clean fun, you do lose your grip on your patience, and you say:

"Goodness gracious, what a hell of a damned thing to send to a customer!"

* * *

Yet, to coin a phrase, there are catalogs and catalogs. We shall examine several. Here and there we may find an idea.

Here's a neat, pocket-size book of Cooper, Wells & Co. The cover, in brilliant color, presents three pairs of legs, connoting stockings, and a slantwise base-line, connoting motion.

Inside, the first feature is the ubiquitous, inevitable—and, for all I know, the legally indispensable—history-of-the-company-and-bird's-eye-view-of-the-factory.

But—here's a thoughtful and intelligent touch—set in italics as a sort of prolog to the company history, is this:

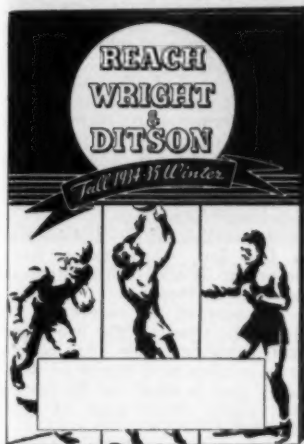
"We apologize to our old customers for again telling them the story of our founding and growth. But it is a new story to the new customers, and we want them to have an opportunity to read it, so that they may know why this firm has lived and prospered for so long a time."

* * *

The truth, as no doubt someone else has observed, is refreshing. Commercial candor is so rare that its every appearance invokes quotation. And a catalog seems a happy place into which to drop a line or so of frankness. Somehow, a spot of plain talk seems to intensify the text in which it is

embedded; and besides, in a catalog, it may serve to forestall complaints.

In the little Reach, Wright & Ditson book—whose highlighted cover and clear-cut halftones do an excellent job of attracting attention and describing the merchandise—there is a six-point



paragraph under the heading of jerseys. It reads:

"Matching Colors: There is no known process that can positively regulate the final results when either cotton or worsted yarns or cloth are dyed. In both yarns and fabrics—even though the finest dyes are used—each lot may absorb the color in a different manner and vary in shading when finished. Every possible effort is made to match colors as closely as the peculiarities in dyes and dye action will permit; but the situation is not controllable. All orders are therefore handled by us with the understanding that the purchaser recognizes these conditions and accepts the responsibility for any variation."

* * *

You'd think, wouldn't you, that so important a tome as a catalog, proofread by everybody in the place, checked and re-checked as to descriptions and prices, would be fairly free of typographical errors?

Well, as one who can look at a paragraph of proof and overlook an error as conspicuous as the Empire State Building—even as poor a spotter as I am, I ask you what's wrong with this sentence, plucked from the preamble of a catalog on shoes:

"In keeping with the — Company's policy of carrying in stock the best shoes for the price, we have featured this season many — shoes."

It scarcely seems necessary to remark that, as to a number of words in the American language, it is better to stick to the dictionary spelling than to follow the doubtful guidance of colloquial phonetics.

* * *

Many catalogs open with a few, well-chosen words by company presidents. Sometimes, the words are *not* so well-chosen. But here, I believe, is a specimen that, in selling effect and in skilled phraseology, deserves citation. It is the catalog message of T. Albert Potter, president of Elgin:

"It is my pleasure to present to you the 1935 line of Elgin watches.

"I account it a very pleasant duty, not only because we are justly proud of these marvelous timepieces, but also because of the enthusiasm with which we know you and your customers will receive them.

"Look them over carefully—the accomplishment of many designers—all of them styled in keeping with the modern trend—slim—compact—efficient timetellers.

"The prices—think of it—unchanged, with few exceptions, in spite of increased cost of labor and materials!

"And how fortunate we are to be able to design, manufacture, and mount our watches under one roof—where age-old craftsmanship is uniquely combined with modern science.

"Each year has increased Elgin's renown for precision—style—dependability. Elgin sales have shown extraordinary gains. Jewelers the country over report greatly increased consumer demand—and now comes better, more profitable

business for you. Think of the wonderful range in price Elgin offers you to meet the varied needs of your customers.

"Remember, too, these watches will be featured in Elgin's impressive, national advertising campaign—each month millions of silent salesmen accomplishing results for you."

* * *

With forethought, the Edison General Electric Appliance Company builds its catalog in sections, held together, tidily, in loose-leaf form. Accompanying each catalog as it goes to the dealer is an explanatory letter that lists and "sells" the catalog's advantageous features, as follows:

"1—Loose-leaf binding, permitting us to change pages as required and you to order separate pages for salesmen's catalogs, proposals, special mailings, etc.

"2—Notation 'Item No. —' and 'Page No. —' on each page of each four-page folder describing a device or group of devices—this for ease in including catalog pages in proposals.

"3—Each device is covered, both with sales information and com-

plete specifications, including detailed floor plans.

"4—Specifications on counter and pantry equipment are 'descriptive,' while those on heavy equipment, usually purchased on specification, are in technical, specification language without reference to any trade name. They may be used bodily, by architects, engineers, and purchasing agents, without specifying any particular manufacturer's equipment."

* * *

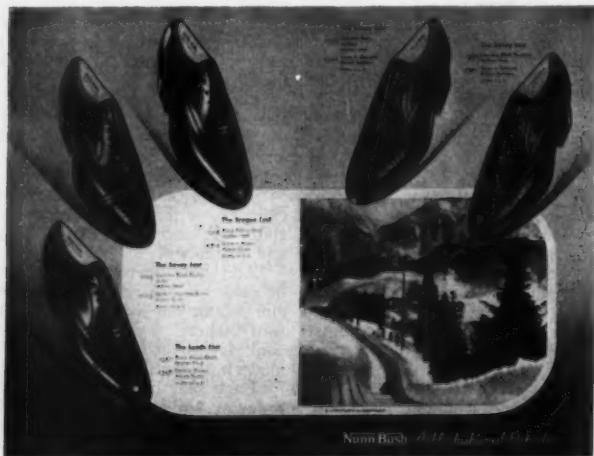
Next, consider fishermen. Most good fishermen aren't born; they're made. Two companies in the industry that supplies fishermen with equipment deem it a pious idea to allot considerable catalog space to fishermen's education.

The catalog of B. F. Gladding & Co., Inc., which makes lines, drops into its text such informative passages as these:

"Because of the nature of the line"—the Otselic—"the line seems stiff when new, but after a few casts it takes on a degree of flexibility that is ideal for fly casting and every other kind of fishing."

* * *

"Even in the small sizes, Otselic



Nunn-Bush's idea of a catalog spread—the product attractively illustrated against dramatic background



"Anyone can hold the helm when the sea is calm."

—Publius Syrus.

No fair weather gains—

The American Home extended its editorial scope to embrace all the problems of home owners—at a time when the economic sea was far from calm.

Yet look what's happened. A rising leader in the home building and maintenance field.

Better than 100,000 circulation gain in the past year, as more and more home owners learned of The American Home. And circulation continues to climb with no signs of slowing up.

Print Order for December 540,000

Editorial merit alone is in back of this remarkable surge to the top. No premiums, no short term offers, no inducements of any kind—except the merit of the magazine itself.

The American Home guarantees 400,000 circulation at present rates, but delivers close to Half a Million. Take advantage of this 25% bonus circulation before the inevitable rate increase.

The AMERICAN HOME •

444 MADISON AVENUE, NEW YORK

Boston

Santa Barbara

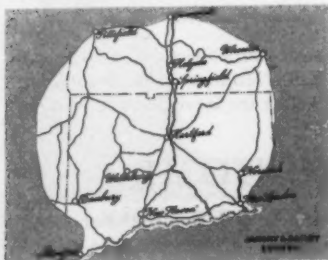
Chicago



From the time that Florenz Ziegfeld and McClelland Barclay awarded Harriet Lee the title of "Miss Radio," her career has been a continuous story of "she came, she sang, she conquered." In joining Station WTIC Miss Lee brought new fame to one of radio's most distinguished groups of artists—a group that has long demonstrated its ability to capture New England audiences.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far *above* average. Distribution costs are well *under* average—for the area is less than 100 miles square.

Finally, Station WTIC offers the *only* way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.



STATION WTIC HARTFORD, CONN.

50,000 WATTS

Owned by The Travelers Broadcasting Service Corporation

New York Office—220 East 42nd Street
J. J. Weed, Manager

Chicago Office—203 No. Wabash Avenue
C. C. Weed, Manager

Operated Daily 7:00 A.M. to 12:00 Midnight
Sundays: 9:30 A.M. to Midnight

Member New England and NBC-WEAF Networks

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is a heavy-duty line. However, we do not recommend that this line be used for anchoring a boat—even in an emergency—as was done by one rabid Otselic booster, who wrote us that he had used it that way, successfully. * * *

"There are two classes of bait casting lines, known as 'solid braided' and 'hard braided.' A hard braided line is one that is braided over a core. A solid braided line is braided without a core. * * *

"Because of the core foundation, the hard braided line will retain its shape for a longer time and will have better wearing qualities. Solid braided lines, while running more freely than hard braided lines—size for size—have a tendency to flatten out. But this does not affect their casting action. Many anglers prefer the greater flexibility of this type of line, even though it will not give as long service."

In the catalog of the Pfluegers, who have been making fishing tackle for three generations, we encounter, well up-front, Uncle Joe, a Pflueger and a fisherman in his own eminent right, who, for a half-century, was the company's superintendent.

Uncle Joe talks for two solidly set pages—talks about fish and about fishing and fishermen to the extent of forty-two numbered points. He urges fish conservation. Every angler, he says, ought to belong to such an organization as the Izaak Walton League, the American Game Protective Association, or the American Fisheries Society. And here are a few of his specific pointers:

"8—An ideal way to work out a twisted and kinky line is to run it out behind the boat under speed, and the action of the water will reverse-twist the line and leave it as before. * * *

"13—Carry rods, reels, baits and tackle in duplicate, so that if one is lost you will have another. * * *

"20—Fish bite best when the wind causes a ripple on the water. * * *

Uncle Joe having opened the discussion, the Pflueger catalog text continues with instructions on cast-

ing, trolling, cane pole fishing, deep-sea fishing, and surf casting. Then it presents an illustrated encyclopedia of kinds of fish—eighteen pages of fish—then four pages of tackle specifications, tackle knots and hitches. And finally, we reach the merchandise.

When the Pfluegers build a catalog, they build a reference book for a sportsman's library.

* * *

For the catalog reader's convenience, the catalog of the Scovill Manufacturing Company carries, up-front, a guide-page, explaining how the text matter and illustrations have been arranged. Thus:

"Left-hand Pages—On these pages appear complete installations intended to display the usual types of Scovill Flush Valves with roughing-in dimensions for each. Base numbers have been assigned to each style and are preceded by the letter A or S to designate angle or straight stop. A full description of the equipment furnished will be found in the text.

"Right-hand Pages—On these pages are listed complete tables with prices in nickel and chromium for the installations shown on the left-hand pages.


"A table of accessories is also printed here, showing clearly changes that may be made in ordering to get exactly what is required for any particular job. Code letters with instructions for their application are listed.

"Accessory Section—This section, following the complete fixture section, illustrates, describes and prices such articles as bumpers, elbows, tail pieces and units for concealed installations, particularly wall handle extensions and flanges.

"In this section is illustrated a cross-section view of both exposed and concealed types with part numbers listed to facilitate ordering. Simplicity of Scovill Flush Valve construction has been reflected in simplicity of catalog presentation."

And, unless one were a finicky and temperamental artist like Chic Sale, what more could one ask?

We have examined something



ENTRE-NOUS, the vivacious and workmanlike little magazine written by and about the 6000 debutantes and young-marrieds who have worked for the Debutante Bureaus. Published 8 times a year. Offers Harper's Bazaar advertisers a test market of great concentration. Details on request.

Entre
Nous

NOVEMBER



CONTACT



The private telephones of the socially prominent are open to this girl. She calls her friends—and an informal, *entre nous* conversation such as the one pictured usually results in a new 3-year subscription. • This typical member of the Harper's Bazaar Debutante Bureau, and 6000 other influential young women in 125 cities, are opening the most important homes of America to advertisers. • In past 5 years alone, they have added 41,000 leadership families to Harper's Bazaar audience. • Contact these well-to-do socially active families and you cover the whole Fashion Market—because what *they* buy sways the entire style-minded population of the country.

**HARPER'S
BAZAAR**



572 MADISON AVENUE
NEW YORK CITY, N. Y.

more than a handful of catalog ideas. And as for trends, as I look over the collection, I seem to see two.

One lies in the direction of simplicity—simplicity of general design and simplicity of presentation. On the whole, the covers, except when they strive to become more than covers and aspire to become machines, are attractively done and easy to handle. Internal text is clean-set and effectively written. The illustrations actually illustrate.

The other trend—and this one is especially notable in catalogs of heavy goods—seems to me to shadow forth a contest. In this arena the struggle goes on to see who can catalog on the thinnest paper.

Before me lies a specimen in which the page before my eyes—it's the page that follows the

bird's-eye of the factory, the history of the company, and the president's genial letter—is numbered 5. And I swear I can see through it to Page 11! And, thanks to the drawings of doodads and gadgets with which the intervening pages are illustrated, the vista is much like that which used to confront you when you looked in through the front window of an old-fashioned racket store.

With all the circumstances that, in the durable-goods industry, seem to demand catalog pages woven from vapor and illustrated with spider web, what shall it profit a man if he crowd a thousand pages into the thickness of his shoe sole if the customer, upon sight of the finished work, revive an old vaudeville feed-line:

"Ah! I see you're back from the front?"



Zoltan Gottlieb Appointed

Zoltan Gottlieb has been appointed advertising manager of the Doughnut Corporation of America, New York. He has served for five years in the company's advertising department, starting as copy writer and has functioned for the last two years as advertising manager.



Has Cognac Account

Harter and Werner, New York, importers of cognacs, have appointed Thomas H. Reese & Company, Inc., agency of that city, to handle their advertising account. Class magazines and a list of newspapers will be used.



With "Motor Freight Guide"

J. E. Parrieh, Jr., formerly with the Western office of the Condé Nast Publications, has been appointed sales manager of *Official Motor Freight Guide*, Chicago.



Joins "Dry Goods Economist"

Frank G. Cambria, former Eastern manager of *Sporting Goods Journal*, has joined the sales staff of the *Dry Goods Economist*, New York.



To Edit "UEF News"

Elmer I. Campbell has been appointed editor of the "UEF News," published by the Underwood Elliott Fisher Company, New York

Death of B. C. McCullagh

Bert C. McCullagh, for about fifteen years identified with the sales department of the Ludlow Typograph Company, died recently at his home in Chicago. He was fifty-nine years old. Mr. McCullagh most recently had covered the Indiana and Illinois sales territory for Ludlow, with special work in Iowa and Nebraska.



Campaign on Slogan Contest

Associated Beauty Products, Minneapolis, has appointed Olmsted-Hewitt, Inc., advertising agency of that city, to direct an advertising campaign featuring a slogan contest in consumer magazines for Henna-Sub, a hair rinse.



Thomason on NRA Board

S. E. Thomason, publisher of the *Chicago Times* and the *Tampa Tribune*, has been appointed special adviser on public relations to the new governing board of the NRA.



Medina Club Elects

John Kennedy has been elected president of the Medina, N. Y., Advertising Club. Fred Armstrong is vice-president; David A. Barnes, treasurer and Charles P. Slack, secretary.



Florida Dailies to Meet

The Associated Dailies of Florida will hold their convention at the Miami Biltmore Hotel, Miami, Fla., November 9 and 10.

MINNESOTA'S 1934 CROP VALUE

30% MORE than 1933 crop

48% MORE than 1932 crop

46% MORE than 1931 crop

ONLY 10% less than 1930 crop

■ ■ Outside of the three metropolitan counties around Minneapolis, St. Paul and Duluth 54.6% of the entire population in Minnesota lives on farms. 80% of the farm homes are reached by one publication.

THE FARMER

Farm Stock Home

SAINT PAUL, MINNESOTA

New York—Midwest Farm Papers, 250 Park Ave.

Chicago—Midwest Farm Papers, 6 No. Michigan Ave.

Detroit—G. S. Broholm, 3-258 General Motors Bldg.

Labor Offers Market Help

United Textile Workers Suggest Co-operation with Cotton Institute to Boost Sales

SUGGESTING a setting up of "employer-union machinery" in order to create "a stable and expanding field for the use of textile products," Francis J. Gorman, first vice-president of the United Textile Workers of America, in a recent letter to George A. Sloan, chairman of the Cotton Textile Institute, demonstrates a realization on the part of labor of the importance of sound marketing.

In his letter Mr. Gorman said:

"It seems to me that when wage readjustments have been made, as the result of inquiries now being made by the United States Bureau of Labor Statistics and the Federal Trade Commission, when the National Textile Labor Relations Board shall have concluded adjustment of the discrimination cases now before it and when the three work assignments boards shall have been set up, the time will have arrived when employers' organization representatives and union representatives can begin conferences looking toward the improvement of the textile industry and its outlook.

"The United Textile Workers of America do not yield, even to the owners of the mills, in the desire to promote the welfare of the industry to a point where it may be fairly, soundly and genuinely prosperous. The union has a real contribution to make in that direction, and will welcome the opportunity to make that contribution.

"I shall not attempt here to go into the great array of factors which enter into the creation of a stable and expanding field for the use of textile products. The fact that concerns all of us is the fact that the ability of the market, as it is called, to consume textile products is millions of yards behind the ability of the industry to produce cloth. All of the ingenuity of manufacturers has not been sufficient to bring that market forward to a

point where production ability begins to find hope of full outlet.

"A part of the purpose of the conferences which I have in mind would be to create joint employer-union machinery for the expansion and extension of the textile market. Such a program would be in furtherance of the interests of workers and employers alike. The union has a definite contribution to make in the development of marketing possibilities and the expansion of consuming power. But of course the union cannot contribute its efforts except in co-operation with the organized employers.

Two Directions for Expansion

"Of course the United Textile Workers of America are interested primarily in the expansion of the domestic market. It appears to be the case that only about 30 per cent of the cotton textile output is used in the making of clothes, while the remaining 70 per cent goes into industrial uses. We should like to join in an effort to expand the market in both of these directions. It is obvious that the American people want more clothing than they possess and we must assume that industry can find more uses for textiles than now exist.

"We extend to you this offer of co-operation. It may be possible to create a joint council. The precise methods of co-operation must, of course, grow out of conference and an exchange of views, but I want the industry to know the attitude of the union. Joint co-operation should extend beyond the matter of extending the use of textiles and our offer of co-operation covers the entire field of industrial relations naturally.

"However, the proposal for a joint effort in market extension is entirely aside from and in addition to our long-standing proposal for co-operation in the field of indus-

MORE THAN
1,000,000
 young, progressive
 readers
 Every Month!

The PIC...shortest, most economical way to the Youth Market

Sponsored by

THE NATIONAL
 SCHOLASTIC
 PRESS
 ASSOCIATION

and

COLUMBIA
 SCHOLASTIC PRESS
 ASSOCIATION

AVERAGE
 CIRCULATION
 GUARANTEE
 1,000,000

Issued monthly as a supplement to the newspaper publications of over 900 public and private schools, the Pic, National Interscholastic Review—presents in rotogravure form the outstanding events of the secondary school world. Its average circulation of one million is far greater than that of any other youth publication.

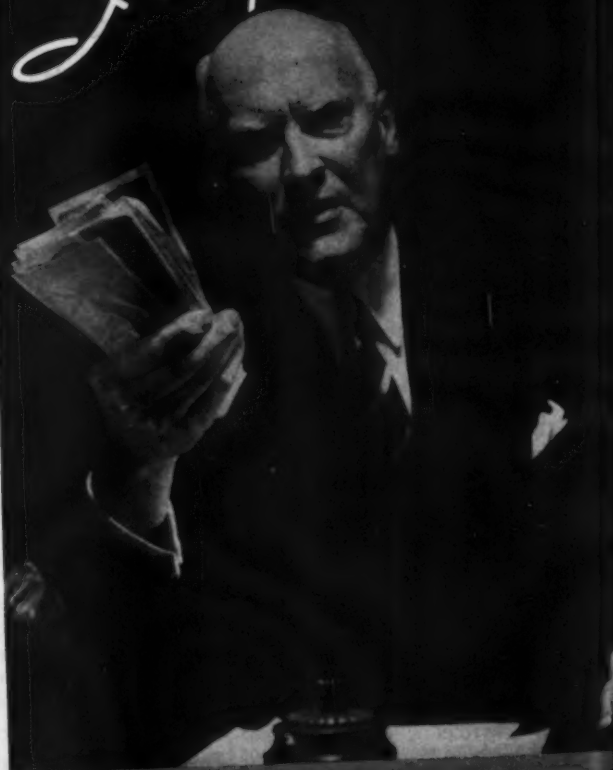
You cannot afford to overlook this most effective and economical means of educating and selling American youth throughout the country.

NATIONAL INTERSCHOLASTIC REVIEW
 "THE PIC"

420 Lexington Avenue, New York City

Phone MOhawk 4-5510

"I'd give \$1,000 for



PHOTOGRAPHIC ILLUSTRATION BY KERNICK

The more

P.I.

the

*PRINTERS' WEEK

00 for a good idea!"

**Smart executives know
there's a real cash value
in the high**

I.Q.

A high I.Q. (*Idea Quotient*) means a more-than-average number of ideas produced per hour of work.

Successful top executives may not hand out spot cash for ideas, but they *will* put a premium on the lieutenant who has a high I.Q. A staff capable of *idea production* is always an asset. In times like these, it comes close to being a necessity.

Dissect this issue of *Printers' Ink*—not for its news—but for its value in stimulating original thought, original planning. We think you'll agree with our reiteration that . . .

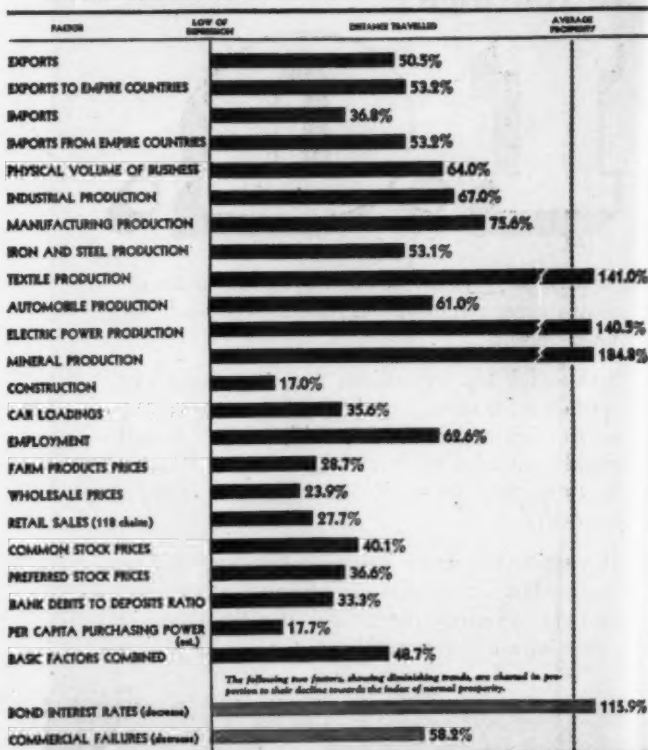
I the higher the **I.Q.**

ERS' WEEKLY . . . PRINTERS' INK MONTHLY

CANADA'S PROGRESS TOWARDS PROSPERITY

SEPTEMBER, 1934

1. The object of this chart is to portray the distance travelled by each factor from the low of the depression towards a point of average prosperity.
2. The line representing the low of the depression is determined by the lowest index figure recorded for each factor within the first four months of 1933 (when the depression reached its lowest ebb) ratioed against the index of average prosperity.
3. The dotted line of average prosperity is determined by taking an average of monthly indices for each factor for the four years 1926-1929.
4. The distance travelled towards average prosperity, as shown by the black hair-lines, is determined by:
 - (a) taking the average of the monthly indices for each factor for six months ending August 31st, 1934, ratioed against the index of average prosperity, and
 - (b) by calculating the ratio of that index to the difference between the index of the low of depression and the index representing average prosperity.



J. J. GIBBONS LIMITED will be glad to mail copies of this chart to anyone interested. Requests should be addressed to J. J. Gibbons Limited, 159 Bay Street, Toronto, Ontario. COPYRIGHT.

TORONTO
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GIBBONS KNOWS CANADA

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EDMONTON
VANCOUVER

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trial relations. We shall, at an opportune moment, extend the same proposal to other divisions of the industry.

"Let me suggest, before I close, that labor in this industry can be of service in relation to the export market, as well as the domestic

market. Our service in that direction can be very effective, but of course, as I have said, our first concern is for expansion of the domestic market, because expansion of the domestic market will work to the advantage of Americans in all walks of life."

* * *

Plan Coast Agency Chapters

ACTIVITY of the American Association of Advertising Agencies will be increased in the Pacific Coast territory after January 1. This will follow as the result of action taken at the annual convention, held recently in Del Monte, Calif., of the Pacific Association of Advertising Agencies.

The convention unanimously adopted a resolution which provides for dissolution of the PAAA, to take effect at such time as members have been given full opportunity to accept an invitation to join the Four A's, if the qualifications of the national association can be met. About eighteen of the seventy-three members of the Coast association also have membership in the Four A's. Relations between the two organizations have been close for several years.

With the nucleus of Four A members in the Pacific Coast cities, together with additions which are expected during the next two months, Four A chapters will be set up in Los Angeles, San Francisco, Portland and Seattle. These chapters will be co-ordinated through an executive officer who

will probably be located in San Francisco.

The re-organization will not leave out in the cold those smaller members who do not qualify for Four A membership. These will be invited to take part in chapter meetings, thus preserving the combined front accomplished under the PAAA, with the increased power and influence of the national organization. Frederic R. Gamble, Four A executive secretary, extended the invitation to membership. He was given an entire afternoon session to detail the current activities of his association in behalf of advertising agencies.

A further step, outlined by Mr. Gamble, includes a plan for the holding of fall semi-annual conventions on the Pacific Coast for the benefit of Far Western agency executives who are handicapped by distance from attending the annual meetings of the Four A's.

William T. Prosser, president of the PAAA, and F. R. Singleton, secretary-treasurer, who are both of Seattle, will continue in office until dissolution is voted by the directors.

* * *

Lew C. Snyder Buys Plant

Lew C. Snyder, formerly advertising director of the Seattle *Times*, has purchased the physical assets, machinery and equipment of the *Times* mechanical division and will operate them as his own. Associated with him will be Tom Belwin, formerly in charge of *Times* classified advertising.

* * *

Has Macaroni Account

The Prince Macaroni Manufacturing Company, Boston, has appointed Badger & Browning, Inc., agency of that city, to handle its advertising.

Bank of America Appointments

Following the resignation of Peter Michelson, manager of advertising and publicity of the Bank of America, San Francisco, Donaldson B. Thorburn has been appointed head of that department. L. E. Townsend will act as advertising manager.

* * *

Hotel Names Agency

The Harrison Hotel, Chicago, has appointed the Willard E. Stevens Advertising Agency, of that city, to direct its advertising. Newspapers, radio and magazines will be used.

Utilities' Joint Campaign

'Gas Companies in Five States Co-operate in Merchandising Drive for Appliance Sales

TO stimulate the use of natural gas for house heating and to create a wider public interest in this fuel, six distributing companies in the States of Tennessee, Arkansas, Mississippi, Louisiana and Texas are now engaged in an intensive effort to sell natural gas space heaters. The campaign presents merchandising angles that will be of interest outside of the immediate industry affected.

Ways and means of conducting the campaign were discussed at a meeting held in July; the campaign itself began September 17 and will continue through November 17. Before it was under way, the committees had worked out all details relative to procedure, such as material selection, procurement and dis-

tribution of merchandise; campaign budget, data, routines and records; selling plans, and sales organization; advertising and publicity; and connection of new customers.

The last-named subdivision will probably need further explanation. The committee which had that particular branch in charge undertook the important work of market analysis, quotas, customer deposits, instalment build-ups, solicitation and signing of new customers, etc.

The five committees, appointed at the first meeting, reported at another meeting on August 3. It was there definitely decided to inaugurate a co-operative mass selling campaign featuring the sale of one specific heater. The heater selected could be sold at a low figure, provided initial orders went to the manufacturer for 5,000 units. While this heater is being featured in the selling campaign, there are, of course, others of various prices which may be purchased if they are desired.

With the general improvement in business and with the National Housing Act placing special emphasis on home betterment, it seemed that this is a logical time to promote wider public acceptance and appreciation of the value of natural gas for heating purposes. This implies, of course, that now is the time to build a greater saturation of gas customers and larger sales of gas.

The companies united in the drive serve some 241,000 residential and commercial gas customers. The space heater is being emphasized because of its low purchase price and small installation cost. In other words, it is believed that sectional heating will give the customer excellent results, particularly in the Mid-South, where winters are as a rule mild.

The object of united action in the sale this fall is found in the fact that purchases of heaters can be

[illegible]

A caricatured stork-like bird adds human interest to the newspaper copy

pooled as well as publicity and sales programs. The interchange of ideas, it was believed, would greatly enhance the chance for the large increases in sales and go far toward securing wider public attention to the story of natural gas for heating.

An underlying idea was sought for the advertising which would carry freshness of thought, human-interest appeal, quick public acceptance, ready dealer co-operation, employee appeal and adaptability for use by each company. For this purpose, the title adopted was "Chill Chaser Campaign" and the campaign slogan was "You need a little Chill Chaser in your home this winter."

The media selected for the campaign include outdoor advertising display, window trims, folders for distribution by the salesmen, bill enclosures, street-car cards, radio, a set of twelve newspaper advertisements preceded by four small teasers, truck signs and motion-picture advertising.

So far as possible, a red and yellow color scheme was carried out. A caricatured stork-like bird taking to the customer's home a gas heater wrapped as an infant was designed to add human interest. A twelve-page dealer prospectus was printed, as well as a pamphlet about natural gas for dealer and company salespeople.

A description of the dealer prospectus will indicate the complete way in which the campaign was worked out in advance. The prospectus described is that of the Mississippi Power and Light organization—each company necessarily had to localize the material in its own prospectus.

On page 1, there is a message to all employees, showing the purpose of the campaign and describing the objectives. On page 2, the Chill Chaser is illustrated and described, prices and terms are listed and the territorial quota is set down. The quota calls for 500 new gas customers and sales of 2,000 heaters.

"When it is considered," says the company, "that we have a total of 10,884 residential gas customers, it

GOOD COPY

**Advertising
is like
friendship
in some
respects—**

**You get out
of it what
you put
into it.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

seems that we should easily sell 2,000 Chill Chasers to that many prospects. Then, in communities served with natural gas by our company there are a total of 14,440 residential electric customers. In other words, there are 3,556 more residential electric customers in our gas towns than there are gas customers. Certainly, we can Step Out and Chase the Chill from at least 500 of these homes this winter."

The part of the dealer in the co-operative plan is described on page 3 and of the company employees on page 4. Employees were told of the sales tips with which they were to be provided and were urged to acquaint themselves with the advantages of natural gas heat as outlined in a folder to be distributed among them.

"Chill Chaser Chariots" Play a Part

Then followed on two pages a description of the "Chill Chaser Chariot," the name applied to the trucks mounted with a heater display and which were listed to visit every town and city according to a regular schedule that was announced.

Wherever one of the chariots is operating, a local salesman accompanies it in his own territory. "In this way," says the prospectus, "the salesman can be familiar with each contact and can follow up the prospects secured by the special salesmen."

Next is described a chariot race between the two trucks, at the end of which the chariot securing the greatest number of points will be declared the winner and the winning team will be feted at a banquet. The direct-mail advertising pieces, the window trims and the outdoor advertising is then described and illustrated.

In similar detail the radio program is described, as well as the motion-picture advertising schedule and minor items of the advertising that are being used.

Special sales crews are being sent out with the display trucks or trailers. All six companies agreed that these special crews should be

put in uniforms, the colors harmonizing with the publicity material.

In addition to the junior salesmen employed for the campaign, all the regular employees were enlisted to help.

The cash price of the special heater is \$9, plus installation, and the term price \$9.95, plus installation. Regular employees of the company are allowed a bonus for sales or prospects which result in sales. The bonus amounts to 50 cents for the first heater sold and 25 cents for each additional heater sold to the same prospect at the same time. The special sales force—termed junior salesmen—is employed at a regular monthly salary.

Sales training courses were organized for all participants in the campaign, whether regular or special salesmen. Sales manuals were prepared for these courses, complete and ready for use except for minor modifications made necessary by differences in rates and local fundamental policies.

As an inducement to dealers to enter upon the sales drive, they also were given a bonus upon sales which they successfully consummated without the help of company employees.

To stimulate further interest, the executives of the six companies purchased an Executive's Trophy to be awarded to the executive of the company making the best record during the activity, the result being based upon the number of Chill Chaser heaters sold and the number of new customers secured. Another trophy will be awarded to the sales manager of the winning company and to the sales manager of the second highest company.

Wherever they go, the salesmen who are joined in the drive report that prospective customers know about the sale that is in progress. The result in actual sales during the first month of the activity shows that practically every company was then nearing the 100 per cent quota mark at the half-way period. There is no doubt that the quota set is going to be exceeded by all of the six companies.

MIAMI BEACH TRIBUNE

The South's Smartest Newspaper

RESUMES PUBLICATION ●●● NOV. 15

Full Leased
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UNITED PRESS



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Detroit ● San Francisco
Los Angeles
Seattle

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 - Westbrook Pegler
 - Sidney Skolsky
 - Heywood Broun
 - Lewis Haney
 - Dick Tracy
 - Winnie Winkle
 - The Gumps
 - Ella Cinders
 - Etta Kett
 - Big Sister
-
-

Associations Under NRA

(Continued from page 10)

recently told me that if NRA were wiped out tomorrow he would fight vigorously to have some of its labor clauses maintained. He feels that the hours and wages provisions have been of real benefit to the progressive manufacturers in his industry and that to go back to the old chaotic conditions would be a serious mistake.

This is just one example of a man in an association which for years left labor problems entirely up to the individual manufacturer.

Has Resulted in Many New Associations

5. NIRA has created associations in industries where there has never been any previous co-operative effort. It forced the members of non-co-operative industries to come together to form some kind of organizations.

Some of these organizations have been pretty feeble. You can't educate an industry into co-operative thought over night. In most such industries, however, the members are finding that they are getting some definite benefits from their group work. It is doubtful that the elimination of NRA would see the demise of a great many of these code-born groups.

6. For years many groups were weak statistically. Many of them did not realize that statistical information is often essential to progressive group effort. Thoughtful leaders in the co-operative field for a long time have been urging greater statistical information.

NRA has forced this information upon many reluctant associations. Now that they have built up proper statistical departments and records it is doubtful if ever again they will want to be without information they are finding essential.

7. The operation of NRA has forced many questionable practices into the open and has given associations courage to deal with them in a way that they have always dodged before.

This statement can be made in spite of the obvious breakdown of the Administration's compliance machinery.

Where associations have had the courage to handle questionable practices themselves, with group opinion pretty solidly behind a desire to clean up unfair practices, these practices have been cleaned up. Occasionally a strong manufacturer has been able to out-bluff his own industry and the Administration. As a general thing, however, associations are much further along the way of enforcing decent practices than they have ever been before.

Furthermore, they have been able to set up machinery to secure enforcement and are getting some practice in enforcement methods. Before NRA many industries that wanted to clean up were unable to do so because they did not understand the peculiarities of enforcement activities. With the machinery recently set up they are able to operate more successfully than in the past.

Trade Groups Now Much Stronger

8. NRA has in most cases strengthened the strong associations and given more strength to the weak ones. It is interesting, in going over the statements of association executives, to see how much support for NRA comes from the strong associations. It demonstrates clearly that where a co-operative group had real character to begin with, it has not suffered greatly from conflicts with administrative agencies.

Without question NRA has also been of benefit to some of these weaker groups that were built on a fairly firm foundation. Some of these have had to overhaul themselves radically, but the overhauling has had a salutary effect.

9. Work under NRA has shown business men what co-operation can accomplish. Many industrialists

who have always believed in association work have at the same time been skeptical that group endeavor could go beyond a certain point. NRA has demonstrated to them pretty clearly that some of their skepticism was not based on facts.

10. One of the worst handicaps that the NRA had to overcome was the evident over-confidence on the part of the Administration in the strength of trade associations. There was every indication in the early history of NRA that the Government had based its estimate of what could be accomplished on its observation of the work of the strong associations rather than on that of associations generally.

Weaknesses in Association Movement Exposed

The net result was bound to be a shock to the Administration. The Recovery Act exposed some of the great weaknesses of the association movement and for a time obscured its really strong points.

Fortunately the Government's quickly created skepticism went so deep that, although it worked harm for a while, it has been revised and today the Government has a much more realistic view of what associations can accomplish.

Along with this view has come an understanding of the great possibilities of co-operative effort. There is no question today that the Government and associations are knit together by more secure ties than ever before.

There is still plenty of antagonism and probably will be antagonism for many years. It is not, however, as serious as it might be and is counter-balanced a great deal by the lessons learned both by the Administration and the trade groups during the last year or so of often bitter negotiations.

11. Several association executives believe that the net result of NRA activities may lead to a liberalizing of the Anti-Trust Laws. There is no sign of this on the immediate horizon and it is a very questionable conclusion. Certainly those industrialists who saw in the passage of NIRA an immediate junk-

drive



upward

GOOD TIMES are made, not born. There is a rich reviving market in Great Britain and the Empire, but it will not appear magically at your door. Go after it! Punch is the surest channel of approach. All English-speaking people honour Punch and have instinctive faith in the advertising it carries. Punch reaches the homes where money is, where standards are set. And Punch sells and sells! In your next campaign plan to include

Punch

"the paper that is England"

MARION JEAN LYON: ADVT. MANAGER
PUNCH: 10 BOUVERIE ST., LONDON, ENG

ing of anti-trust legislation will not see their dream come true, at least for some time.

On the other hand, there is no question that the Administration in its work with business has found certain phases of anti-trust legislation that are unjustly hampering business. As a result, trade groups are in a better position than ever before to ask for reasonable revision of the Anti-Trust Laws.

12. The last eighteen months have demonstrated conclusively the need for good professional association executives. Today the association racketeer, the sloth who lives by his political wits rather than his ability and vision, has been pretty thoroughly eliminated.

Much of the success of NRA has been due to the wise administration of their jobs by the really able trade executives. In the delicate negotiations that have been carried on they were called upon to show their true mettle and they are now better appreciated by their industries than ever before.

Also into association work have been drawn many men who formerly avoided it. These are men who would be successful in any line of activity and they were needed in association work.

In some cases where the racketeering executives have fallen down, associations have gone into their own membership to pick outstanding business men. Often these men took secretaryships "temporarily" but find themselves at present more or less permanently in co-operative work. The association movement cannot help but benefit by the coming of these men.

13. Along with its demonstration of the value of good executives, NRA has also shown the necessity for industry to pick its own best men for association offices.

Those groups that allowed co-operative work to be the side-line job of a few hobbyists among their memberships have found that this doesn't work when an emergency arises.

When it became necessary to set up code authorities, the hobbyists frequently proved themselves to be weak reeds.

It is interesting to compare the names of association officers today with the names of those who were holding the same offices three or four years ago. Business men who formerly scorned to take office in their trade groups are now demanding the right to have an active part in what is going on.

The combination of strong association secretaries and good officers picked from progressive management should be of lasting benefit to the co-operative movement.

14. Many associations have benefited by the better geographical distribution of membership made necessary by NIRA. In a number of industries associations have tended to become sectional in character. It has not been uncommon for one industry to have four or five such sectional associations with, perhaps, a weak national association.

Today these industries have been forced to draw themselves into a single group with the result that we find instead of the sectional groups, one strong national association which speaks for the industry as a whole.

* * *

Early in the article I cautioned readers against being misled by the bright colors of this summary. There are a number of darker phases and a number of places where NIRA has undoubtedly worked great harm to some associations.

How difficult it is to get any unanimous opinion is shown by quotations I make from two letters.

The first letter says, "I have just come back to my office after a long trip. The one outstanding question asked me is 'what is to be the future of NRA?' If I have less than 95 per cent demand for its retention in major aspects, I shall miss my guess as to the desire and hope of our industry."

Another association executive writes, "The members of my association are almost unanimously opposed to the code and therefore to NRA. I am confident a referendum would show 90 per cent of the members opposed to it. They can see no benefit either to themselves



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PROGRESS



ONVINCED that Coloroto offers an unusual opportunity for further development of the rotogravure process, we have acted accordingly.

R. Hoe & Co. have constructed for us modern color presses with the latest devices relating to quality and production.

The color presses are operating and we are now ready to produce—in monotone or color—general advertising as well as newspaper and magazine supplements.

Coloroto has an unusual appeal as evidenced by our sample portfolio which we will gladly show you upon request.

Thus—we take another progressive step in the definite development of our plans.



Art Gravure Corporation

New York Plant

. . .

Cleveland Plant

406 West 31st Street

Plain Dealer Building

Boston

•

Philadelphia

•

Pittsburgh

or to anyone else, or for that matter, any aid to the Recovery program."

With this divergence of views it is essential, therefore, that leaders in the co-operative movement not only look at their own problems but at what has happened to associations generally. In some cases groups that are satisfied with themselves may find that they have been harmed in some respects without knowing it.

In the cases of those groups which seem to be more or less

unanimously against NRA, it may be well for them to look at what benefits other associations have derived. They may find that the trouble is not with NRA, but with themselves, an unpalatable but wholesome discovery.

In the next article, therefore, I shall show some of the ways in which NRA has harmed associations with the idea that with benefits and harms placed before them, co-operative leaders can be in a better position to chart their future course.



Merge Paris Editions

Two American newspapers published in Paris—the Paris editions of the *New York Herald Tribune* and the *Chicago Tribune*—will merge on December 1. The assets, exclusive of physical inventory, of the Tribune Company of France, will be taken over by The New York Herald Company of France, with the latter company publishing the merged newspapers under the titles of both newspapers for an indefinite period it has been announced.

Death of G. H. Tyndall

George H. Tyndall, twice president of the Magazine Publishers Association of Canada, was found dead of monoxide poisoning, last week, behind the closed doors of his garage. He had been associated with the MacLean Publishing Company, in Toronto, since 1917. For four years Mr. Tyndall was advertising manager of *MacLean's Magazine*, later becoming business manager of that publication and *Chatelaine*, from which position he had recently resigned.

We are looking for a woman

Not over thirty, good personality, college graduate, experienced in writing, who is willing to work and study irrespective of hours to succeed in the advertising department of an internationally known pharmaceutical manufacturer, with headquarters in New York. Knowledge of chemistry desirable, but interest in things medical important. Better than average salary is offered.

In applying please state age, qualifications, nationality, religion, past experience, salary expected. Do not send samples of work until requested. Interview will be arranged if application is satisfactory.

ADDRESS "B," BOX 283, CARE OF PRINTERS' INK



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Harmon Heads Tenth District

PAUL J. HARMON, advertising manager of the Texas Electric Service Company, Fort Worth, was elected district governor of the



P. J. Harmon

Tenth District of the Advertising Federation of America at its convention held in Houston. Other officers named were: W. C. Grant, of Dallas, first vice-governor; Neal Barrett, Oklahoma City, second vice-governor; and E. C. Whitcomb, Fort

Worth, secretary-treasurer. Oklahoma City was chosen as the convention city for 1935.

William Brockhausen, retiring governor, led a general discussion of the problems and methods of Better Business Bureaus and vigilance committees in eliminating fake advertising schemes and shady promotions. In San Antonio, he told the group, it is estimated that the vigilance committee working under city ordinance, saves the merchants and business men of the city approximately \$300,000 every year.

Mr. Brockhausen explained that the Tenth District group was working to bring about a State-wide system of vigilance committees with a central headquarters. In the smaller towns it is proposed to organize volunteer committees to function in co-operation with the State Bureau.

♦ ♦ ♦

New Addresses

The advertising department of the *American Agriculturist* is moving from New York to the Savings Bank Building, Ithaca, N. Y.

Tranquillini Studios, Inc., Cleveland, has opened an office at 604 Chamber of Commerce Building, Pittsburgh.

Donahue & Coe, Inc., will move to the RKO Building, Rockefeller Center, after January 1.

1916

1934

Our business is finding out for fact-facing executives what and how and whom they have to sell.

We've been doing this with increasing effectiveness for 18 years.

The survey we undertake today was really started in 1916, and partakes of all the experience and skill we have acquired in the interim.

R. O. Eastman & Co.

Market Research and Counsel
420 Madison Avenue, NEW YORK
BOSTON CHICAGO

Experienced Promotion Man wanted on Toilet Goods and Cosmetic Accounts

Advertising agency seeks man or men to function creatively and constructively along entire gamut of advertising and sales operations of first-rate toilet goods and cosmetic manufacturer. Required — experience and ability bearing on every phase of promotional activity; consumer and dealer advertising; consumer and dealer selling; distribution; display; etc. No obstacle if man we seek now operates own agency. Write full particulars. Address "A," Box 282, Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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John Irving Rorer, Editor and President
1908-1933

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Canada \$4 plus duty 2.60 a year. Foreign \$5.

NEW YORK, NOVEMBER 8, 1934

Too Many Food Bills

Congress, that peculiar American institution, will be with us again on January 3. Out of the welter of bills which are bound to be introduced, will come undoubtedly, a number which have to do with advertising and selling. Just what they will be is hard to say but certainly we can foretell some of them.

We may gather just what the Department of Agriculture has in mind in the way of advertising regulation by examining the advertising provisions in some of the codes which came under that worthy body. For example, in at least nine of the codes for food industries approved by the AAA, the Tugwell definition of false advertising appears. If that particular fair trade practice were to be enforced, no copy writer on earth could compose an advertise-

ment for a product no matter how worthy that product might be.

The Department of Agriculture, PRINTERS' INK understands, has no intention of dropping a revision of the Pure Food and Drugs Act. Neither, according to his own statement, has Senator Royal S. Copeland. However, the bill which Senator Copeland may introduce may not be the only "Tugwell bill."

It will be remembered that at the close of the last session there were many proposed measures pending on this same subject. There was in Congress upon its adjournment S. 2800, sponsored by Senator Copeland, the original Tugwell bill. In addition, however, we had: S. 2858, introduced by Senator Patrick A. McCarran, of Nevada, and H. R. 7964 introduced by Representative Virginia E. Jenkes, of Indiana, companion bills; H. R. 6110, H. R. 6111, H. R. 6118, and H. R. 7426, all introduced by Representative William I. Sirovich, of New York; S. 2355, introduced by Senator Hubert D. Stephens, of Mississippi; H. R. 8316, introduced by Representative Patrick J. Boland, of Pennsylvania; H. R. 6376, introduced by Representative Loring M. Black, of New York. All of these had to do with revision of the Pure Food and Drugs Act.

There were also H. R. 6213, introduced by Representative George Huddleston, of Alabama, having to do with enforced standards on all products; and S. 1555 introduced by Senator David I. Walsh, of Massachusetts, to enlarge the powers of the Federal Trade Commission. All of these bills directly affected advertising and selling. Some were pernicious and some were sound. None of them was passed, but that is no criterion that none will be re-introduced and passed in the next Congress.

It is to be hoped, therefore, that

during the forthcoming session there will not be the division among manufacturers so evident in the fight against the Tugwell bill.

For some reason which is not entirely clear, there seems to be a tendency on the part of some food manufacturers to hold themselves aloof from the drug industry and adopt a sort of "sock them but don't sock me" attitude which is not conducive to efficiency in combatting features of legislation which are detrimental to all advertisers.

This is no time for a "holier than thou" attitude. This is no time for one association to put forward one bill and another association to put forward another bill while the Department of Agriculture puts forward a third bill and various obliging Congressmen and Senators put forth other bills.

If it is accepted that the Pure Food and Drugs Act needs revision, let us have all manufacturers coming under the proposed revision agree beforehand as to just what should be done.

If consumer education is needed, let us make it a united effort rather than a renewal of the spectacle of five or six different groups intermittently firing shotguns none too carefully aimed and which, through a perhaps too studied carelessness, come perilously close to plugging holes in the hides of all, sinners and saints alike.

Henry Ford

The depression, according to Henry Ford, is over—that is, as far as Mr. Ford is concerned. He has gone along with the rest of us taking his lickings, economic and otherwise. He was cracked down upon by General Johnson. He got caught to the extent of a goodly number of millions in a couple of bank failures. In many respects he was not allowed to forget that the country

was going through a period of severe stress.

But now he has had enough. He is building himself a twenty-million-dollar steel factory and is tooling up to produce a million V-8's for the next year's market.

All this is no idle gesture, either. It is not a daring stroke in the dark made in blind faith. For Mr. Ford insists he is going to sell those automobiles; and his expert observation of general conditions convinces him that he can.

All of which will tend to lighten the official relief rolls in metropolitan Detroit and the cities where there are Ford assembling plants. It will create jobs also in many lines having to do with the production of automobiles. If Mr. Ford thereby adds a few dollars to his own bank account, nobody is going to begrudge them to him—nobody, that is, except the Upton Sinclairs and other professional humanity lovers.

The news of Mr. Ford's emergence from the depression caused official Washington to perk up mightily. Because of his habit of proceeding only after knowing what he is doing, the bureaucrats and officials were made jubilant by the news—even though he did take a few sly digs at the various alphabetical agencies designed to promote recovery. Secretary Morgenthau, according to the newspapers, said "Whoopee!" when told about it.

If the depression is over for Mr. Ford, why is it not over for many other organizations, large and small?

It can be, if Mr. Ford is right, as he doubtless is.

Back to the Mines

Chester H. Lang, president of the Advertising Federation of America, is making a speech these days to various clubs in the Federation in which he exhorts advertising men to take up

their picks and shovels and get back to the mines.

It seems to the eloquent and dynamic Mr. Lang that advertising people (presumably as exemplified in advertising clubs) are doing too much world saving, too much cross bearing, too much worrying about the welfare of the more or less human race, both in this life and in the life to come.

In fact, he has apparently accumulated the old-fashioned idea that the big job these days is to sell goods; and that advertisers and advertising workers might be doing rather a constructive job if they would get seriously to work for a change and be less zealous in carrying the gospel to the great unwashed element in merchandising—who, like the poor, will always be with us.

Mr. Lang understates his case rather than otherwise. We trust, too, that his message will be heard throughout his organization during his term.

And if he adds a little pepper to his remarks as he goes along—as he probably will—there will be no objection from this corner.

For advertising people, if we may be permitted to speak within the more or less intimate confines of the family, do entirely too much fussing around about their work and all things connected with it. How some of them manage to make a living with so much of their time taken up in evangelistic work for the general uplift of the business, is too much for us. Presumably, however, eating regularly is not quite so glorious as playing in the band or carrying the banners for some great and noble Cause. Their fervor and zeal has much in common with that of the Sons and Daughters of *I Will Arise*; and amount to just about as much.

It is to be hoped that President Lang will be successful in driv-

ing advertising people back to the mines. The heathen should be allowed to do their own fighting for a while—and perhaps even their own thinking, if that is not too big an order.

Mr. Sloan's Bosses

In its heart-to-heart talks with labor, there is a great deal that management can say—and has said—on the score of public service.

Gracious! Look what we've done for humanity! Do you men realize that the products we make in this organization are in use around the world?

Well, in the opinion of one big corporation head, that way of making yourself one of the boys—commendable and high-minded as it may seem to other big employers—isn't the angle now.

The other day, Alfred P. Sloan, Jr., wrote a letter to every employee of General Motors.

"We," Mr. Sloan wrote, "must make products that the public will buy; and we can do it by all working together with that idea in mind. The buyers of our products are our real bosses. They are the ones who provide the wages for every one of us. We must satisfy them or lose our jobs. . . ."

"General Motors has been able to grow and provide more jobs only because we have made products of good quality at satisfactory prices. . . . The only way we can keep on satisfying the public is by continuing to work together with a common purpose—namely the purpose of maintaining the quality of our products and keeping their prices reasonable. . . ."

And that compact, concrete presentation of a subject that is full of abstractions—and, in these days, abstraction often is another word for dynamite—is one that may be commended, as an example, to employers everywhere.

WANTED

ONE HUNDRED
MILLION GALLONS
OF OIL!*but EVERY DROP must be refined!*


Oil for motors, oil for heat, oil for a dozen different needs. From everywhere comes a constant call for oil! But whether you're in the oil business and buy it by the gusher, or by the gallon for your household, you know that volume is worthless without *quality*. It must be refined!

Buying circulation for your newspaper advertising on the basis of quantity alone is also a wasteful procedure. To make your advertising pay you must have *mass plus quality*. You must reach thousands of people; but they must be able and willing to buy. Seems obvious, but perhaps that's why it's a point so often overlooked by busy men.

Analyze the newspapers you are using on your list. Who reads them? Are these people known for their open minds and responsive pocket-books? And, if so, are there enough of such people to produce profit-

able results for your business?

For your information, the Herald Tribune is read each day by more than 320,000 families. On Sundays you can figure at least another hundred thousand more. Every day in the year these people prove their eagerness to buy the things they want and need—through results they bring for the hundreds of Herald Tribune advertisers, retail, national and classified, and through the unsolicited requests they send in direct to the editors. They ask for buying guidance in a steady, voluminous stream of requests that so far this year has broken all previous records for sheer quantity. They are the kind of people who want to know what *you* have for sale because it may fit in with their scheme of living. For volume of circulation in New York *plus outstanding quality and responsiveness* . . . the Herald Tribune.

NEW YORK
Herald  Tribune

November Magazine Advertising

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Nov.	1933 Jan.-Nov.
Fortune	132	83,582	41,565	24,964	714,794	315,479
Town & Country (2 is.)	63	42,490	28,292	26,441	382,492	292,527
Cosmopolitan	75	32,156	25,119	19,130	290,137	237,368
Esquire	46	a30,982			190,496	
House & Garden	48	30,040	24,392	20,200	309,500	204,720
N. Y. Met. Edition	55	34,504	32,435	27,804	351,903	263,422
Vanity Fair	39	24,397	21,619	13,945	252,316	151,992
N. Y. Met. Edition	42	26,688	25,885	16,473	277,991	180,621
The Spur	34	22,848	22,953	21,525	264,780	197,440
Yachting	36	c22,436	15,015	14,285	302,251	199,740
Country Life	33	22,400	14,693	14,704	200,921	156,790
American Magazine	51	21,810	20,346	20,896	215,694	194,542
House Beautiful	32	20,167	16,848	10,179	228,137	108,152
American Home	30	18,709	8,848	6,952	135,607	67,018
N. Y. Met. Edition	38	23,719	13,769	10,575	192,107	99,329
Motor Boating	43	18,522	14,742	17,496	276,984	217,354
Redbook	40	17,363	13,092	12,434	179,005	140,617
Nation's Business	40	16,970	17,763	15,556	189,874	151,540
The Chicagoan	25	16,800	18,816	16,212	169,680	194,006
Popular Mechanics	74	16,632	13,020	14,448	145,822	126,196
Popular Science Monthly	37	15,703	12,404	11,058	138,735	97,703
The Sportsman	22	c14,840	c12,013	10,460	184,366	119,052
Better Homes & Gardens	30	13,538	13,171	8,735	168,703	140,405
Motion Picture	32	13,538	16,565	12,954	147,487	145,290
Movie Classic	32	13,538	16,379	11,698	146,544	142,226
Field & Stream	30	13,042	8,866	8,765	131,685	104,845
Sunset	29	12,313	7,638	5,344	114,319	73,113
The Instructor	17	11,781	11,939	11,853	101,583	116,846
Harpers Magazine	52	11,676	10,360	12,936	99,764	93,240
Modern Mechanix	51	11,506	8,437	7,825	121,259	74,111
Physical Culture	26	11,342	10,719	12,479	102,340	96,313
Christian Herald	17	11,256	12,206	11,685	100,600	108,587
Banking	25	10,742			b24,041	
Polo	16	10,584	9,912	10,484	117,306	108,852
Screenland	22	9,448	6,881	6,806	104,608	87,388
Life	22	9,409	4,994	6,362	104,784	66,762
Forbes (2 Oct. is.)	22	9,275	12,090	7,772	d105,327	d94,892
Silver Screen	22	9,238	6,475	6,851	103,740	78,681
Scribner's	21	9,198	7,381	9,115	58,977	60,526
The Grade Teacher	20	9,020	10,147	6,946	74,911	76,618
Boys' Life	13	8,920	10,564	10,392	101,329	91,169
Outdoor Life	21	8,876	6,035	6,684	88,370	71,245
Modern Living	21	c8,866	6,449	5,093	75,237	55,742
National Geographic	36	8,615	6,622	6,839	80,493	61,523
Radio News	20	8,566	7,818	8,048	78,079	63,779
Extension Magazine	12	8,483	6,981	7,764	79,317	90,179
Review of Reviews	20	8,452	7,239	8,997	70,412	71,189
National Sportsman	20	8,424	7,137	8,367	84,228	69,656
Hunting & Fishing	19	8,066	5,494	6,624	73,541	56,769
Atlantic Monthly	36	8,062	7,531	11,631	63,072	64,930
American Rifleman	19	7,974	6,715	6,149	85,062	73,886
American Golfer	12	7,481	4,784	4,743	126,665	78,359
Sports Afield	17	7,119	6,234	6,577	83,278	78,712
Real Detective	17	7,099	6,888	6,188	67,940	63,571
Arts & Decoration	10	6,916	8,820	11,004	63,644	64,079
Uni. Model Airplane News	16	6,707	5,512	6,524	72,061	49,594
Travel	10	6,600	5,891	6,004	74,492	66,606
Psychology	15	6,548	5,780	6,293	53,159	51,962
American Boy	9	6,137	7,765	10,193	76,432	71,136
American Legion Monthly	14	6,087	5,071	5,396	67,048	53,114
The Stage	9	5,820	5,440	4,200	66,950	44,420
Screen Romances	13	5,720	5,863	5,577	68,707	58,280

(Continued on page 110)



The Big Parade marches on.

Straight through 1934 FORTUNE has averaged more advertising per issue than any other magazine.

The lively interest with which FORTUNE readers regard this unique collection of beautiful and useful advertisements, and just how much they are influenced by them, is a subject now under investigation.

If you are curious to know the answers, a line to F. D. Duke, Advertising Manager, FORTUNE, 135 East 42nd Street, New York City, will bring them to you as soon as they are compiled.

Fortune

"THE \$10 MAGAZINE WITH 1,000,000 READERS"

	1934	1934	1933	1932	1934	1933
	Pages	Lines	Lines	Lines	Jan.-Nov.	Jan.-Nov.
Stirling Detective Adventures ..	14	5,682	5,500	4,999	47,022	38,401
True Detective Mysteries	12	5,355	2,644	3,720	33,079	24,599
Elks Magazine	12	5,291	5,406	3,718	58,731	50,280
Film Fun	12	5,291	4,576	4,719	58,580	49,015
Open Road for Boys	12	4,995	6,257	8,542	47,459	66,697
Golden Book	21	4,762	3,431	3,360	29,826	29,083
Judge (Oct.)	11	4,641	4,680	4,977	d50,133	d44,671
American Mercury	20	4,581	3,824	4,765	35,227	28,695
New Outlook	9	3,944	4,587	8,300	52,000	53,482
The Forum	9	3,861	4,954	7,722	44,335	51,385
Asia	8	3,528	2,772	4,680	31,420	26,750
Munsey Combination	15	3,360	3,136	2,912	31,472	22,250
Picture Play	7	3,056	6,221	6,406	38,253	50,127
Mag. of Wall St. (2 Oct. is.) ..	7	2,997	5,055	e9,863	d41,089	d52,496
Rotarian	7	2,926	1,928	2,501	30,791	27,195
St. Nicholas	7	2,874	3,143	3,065	27,403	32,176
Dell Men's Group	12	2,744	2,576	1,680	35,628	23,731
American Forests	7	2,730	2,940	2,660	45,189	32,005
Current History	12	2,680	2,478	3,662	26,177	26,846
Nature Magazine	6	2,448	1,921	3,650	26,390	28,110
Scientific American	5	2,282	3,847	4,305	28,189	33,279
Street & Smith's Big 7 Group..	10	2,128	2,296	1,792	23,450	20,832
Street & Smith Combination	8	1,848	1,120	1,344	13,524	11,228
The Lion	4	1,836	1,470	2,307	24,080	23,333
Blue Book	3	560	817	850	7,441	7,788

Totals 952,994 767,142 729,036 9,410,551 7,264,927
a Advertising page changed from three columns (504 lines) to four (672 lines). b Oct. Nov. linage. c Larger page size. d Jan.-Oct. linage. e Three Oct. issues.

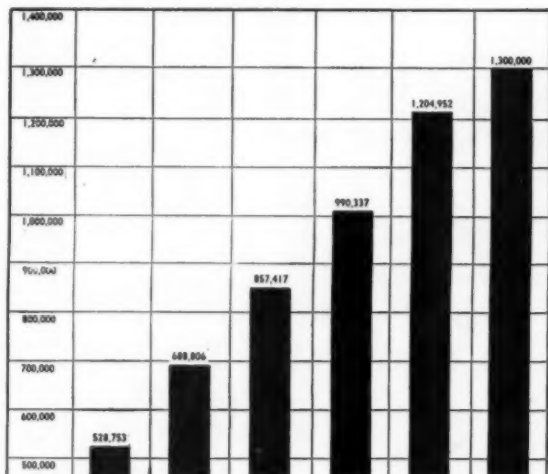
WOMEN'S MAGAZINES

	1934	1934	1933	1932	1934	1933
	Pages	Lines	Lines	Lines	Jan.-Nov.	Jan.-Nov.
Vogue (2 is.)	129	81,654	63,937	61,184	785,280	548,787
Harper's Bazaar	94	62,936	52,874	43,719	628,182	436,570
Good Housekeeping	131	56,081	50,474	44,213	500,013	438,810
McCall's	81	54,855	47,979	39,658	483,570	441,069
Ladies' Home Journal	77	52,383	56,265	52,188	498,339	474,141
Woman's Home Companion ...	76	51,343	52,876	37,716	471,531	429,920
Delineator	36	24,792	30,121	27,542	268,310	285,008
True Story	55	23,551	21,375	26,486	220,038	194,391
Parents' Magazine	47	20,336	14,681	11,376	162,892	131,972
Photoplay	41	17,489	19,305	13,059	159,280	153,802
Fictorial Review	32	15,506	17,118	18,849	164,093	164,275
Modern Romances	32	13,541	10,225	9,880	149,003	103,239
Holland's	18	13,467	9,725	9,931	126,259	88,994
Household Magazine	20	13,300	11,846	7,380	141,974	116,204
Modern Screen	31	13,246	11,776	10,995	154,632	107,909
Tower Magazines	31	13,206	12,242	12,510	143,009	136,642
Movie Mirror	31	13,165	5,568		106,625	30,188
Shadoplay	29	12,551	14,933		118,492	a72,259
Farmer's Wife	17	11,894	9,205	11,251	111,844	100,501
True Romances	28	11,833	7,867	9,314	94,400	64,098
Dream World	27	11,493	7,192	7,022	90,878	61,854
True Experiences	27	11,455	6,563	3,295	88,307	51,409
True Confessions	24	10,147	8,205	7,453	96,631	68,031
Macfadden Women's Group ...	23	b9,879	b1,759		b65,149	bc4,969
Radio Stars	22	9,554	11,869	1,473	92,055	36,451
Screen Play	22	9,393	7,796	7,214	104,279	63,698
Screen Book	21	8,690	7,922	5,863	95,568	63,910
Junior League Magazine	19	8,239	6,915	7,950	63,958	51,252
Radio Mirror	19	7,954	2,934		46,028	d2,934
Child Life	18	7,715	6,575	5,155	51,240	46,268
Hollywood	18	7,548	6,770	6,552	84,677	51,483
Woman's World	11	7,179	5,663	7,700	70,658	61,406
Radioland	17	7,045	6,710		83,144	e22,737
Needlecraft	8	5,126	4,080	3,099	52,000	46,665
Junior Home Magazine	7	2,869	3,066	4,201	24,546	32,222
Messenger of Sacred Heart ...	6	1,250	1,881	1,953	18,815	22,465

Totals 692,786 614,533 516,181 6,550,550 5,206,443
a June-Nov. linage. b Radio Mirror not included. c July-Nov. linage. d Nov. linage only. e Sept.-Nov. linage.

(Continued on page 112)

38,401
24,599
50,280
49,015
66,697
29,083
d44,671
28,695
53,482
51,385
26,750
22,250
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28,110
33,279
20,832
11,228
23,333
7,788
264,927
b Oct.



The editorial features, format and makeup of MODERN MAGAZINES are created **for the reader**,—for it is the enthusiasm with which a magazine is read as reflected by a healthy circulation growth which predicts its advertising vitality . . . ask any MODERN advertiser

1933
n.-Nov.
548,787
436,570
438,810
441,069
474,141
429,920
285,008
194,391
131,972
153,802
164,275
103,239
88,904
116,204
107,909
136,642
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a72,259
100,501
64,098
61,854
51,409
68,031
bc4,969
36,451
63,698
63,910
51,252
d2,934
46,268
51,483
61,406
22,737
46,665
32,222
22,465
206,443
linage



MODERN MAGAZINES carry more advertising linage than any other group. They are enjoying an exceedingly healthy circulation growth, based entirely on voluntary (editorial) sales and they are noted for their exceptional results . . . ask any MODERN advertiser.

LINAGE • CIRCULATION • RESULTS

Test this simple formula in
MODERN MAGAZINES.
It's an unbeatable combination!

MODERN MAGAZINES The Quality Magazines Reaching Mass Markets

NATIONAL WEEKLIES (4 October Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Oct.	1933 Jan.-Oct.
Saturday Evening Post	224	152,035	134,424	a135,918	1,488,328	1,147,898
New Yorker	269	115,014	88,430	a78,279	954,053	620,009
Time	232	a99,307	a74,106	a54,208	872,496	579,844
American Weekly	39	74,214	a68,973	a80,090	576,753	533,093
Collier's	109	74,012	66,466	a53,494	731,047	559,284
United States News	19	a39,475			c39,475	
Literary Digest	63	28,395	28,663	a38,506	280,728	254,913
Liberty	59	25,161	21,146	a21,306	243,659	186,125
Business Week	55	23,773	18,387	20,818	223,794	159,253
News-Week	34	14,302	10,667		139,356	82,051
The Nation	29	a11,700	5,700	7,485	79,300	62,330
New Republic	18	a7,885	5,546	5,819	53,209	52,293
The Scholastic	15	6,107	6,776	b6,481	43,364	37,257
Totals		671,380	529,284	502,404	5,725,562	4,274,350

a Five issues. b Two issues. c Oct. lineage only.

CANADIAN (October Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Oct.	1933 Jan.-Oct.
Mayfair	48	a32,422	25,387	25,611	269,080	204,198
Maclean's (2 is.)	43	30,162	25,893	32,579	315,904	281,205
Canadian Home Journal	36	25,258	23,726	32,304	262,644	230,734
Liberty (4 is.)	53	22,932	19,537		227,147	175,120
" exclusively Canadian	17	7,477			56,477	
" in comb. with U. S. ed.	36	15,455			170,670	
Chatelaine	30	21,064	19,806	21,321	222,609	178,910
National Home Monthly	26	18,423	17,918	16,495	207,673	161,718
Canadian Business (Nov.)	30	12,719	7,759	8,610	b125,225	b87,364
The Canadian Magazine	13	9,270	9,519	12,970	125,383	123,774
Totals		172,250	149,545	149,890	1,748,665	1,443,023

a Larger Page Size. b Jan.-Nov. lineage.

Grand Totals

Advertising Before Court

THE legal fight of the Borden's Farm Products Company, Inc., against being forced to charge 1 cent per bottle more for its milk than its non-advertising competitors charge, is now before the Supreme Court of the United States.

The case which was brought by the New York Commissioner of Agriculture and Markets was taken up by the Borden Company on the basis that it was unconstitutional to exact a price differential from Borden's and three other distributors, simply because they are large advertisers, in an effort to make them meet the competition of 200 smaller dealers.

Justice McReynolds, questioning counsel for the Commissioner, asked the following pertinent question:

"Under this law this is a price-fixing statute. A man who advertises his business must charge more for his milk than a man who does not. How do you justify the discrimination?"

Justice Butler, also taking a hand in the discussion, wanted to know if the State had authority to compel well-known grocers to charge more for their merchandise than a lesser-known competitor.

Hearings before the court are to be continued.

Sets Date for Hearing on Liquor Advertising

The Federal Alcohol Control Administration has set November 21 as the date for a hearing on the advertising regulations it now has in process of formulation. The hearing will be held in Washington.

Italian Newspapers Appoint George Jordan

George Jordan, who headed the former business of Jordan Advertising Abroad, has been appointed advertising director of *Il Progresso Italo-Americano* and *Corrier d'America*, both of New York, and *L'Opinione*, Philadelphia.

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Last Day!

To Protect Through 1935

**AND GET 100,000 SELECTED
EXTRA-RICH COUNTY CIRCULATION**

FREE!

The FARMER'S WIFE

Increases GUARANTEE to 1,050,000

Rates: \$5.50 per line; \$3400 per page

Last Reservation Date at Old Rate: Nov. 20th



DON'T wait! Before November 20th, make your reservations to tell your story all through next year to 1,050,000 of the best prospects in the most responsive 40% of the women's market. Do it now and you'll get 100,000 of this circulation free.

40% of American women live on farms and places of 1,000 and under. Yet only one magazine is written for this group from their own viewpoint. It is The Farmer's Wife Magazine. It is the one woman's magazine which, in its own field, doesn't have to compete with half a dozen others for attention.

Your reservation now means 100,000 circulation bonus assured—and probably more than that. All that circulation is solid. And it has been hand-picked, to give you over a million of the most prosperous homes.

1,050,000 Readers

At the Price of

950,000!

Get the nearest Farmer's Wife representative to tell you the whole story. When you hear it all, you'll be more than glad you made your reservation at the current low price.

The FARMER'S WIFE

The Woman's Magazine With the Fastest Growing Reader Income

NEW YORK

CHICAGO

ST. PAUL

SAN FRANCISCO

405 Lexington Ave. 307 N. Michigan Ave.

55 E. Tenth St.

153 Montgomery

The Little Schoolmaster's Classroom



IN step with the latest trend in toilet goods merchandising, the Sta-Rite Hair Pin Co., has created the Blend-Rite Color-Selector. This unusual device brings a real beauty service to the hair pin counter. Many women unthinkingly use black bob pins when they should use blonde or brown. It enables them to match their bob pins to their hair with the same care they would use in selecting their lipstick or powder.

On either side of the mirror are displays of coiffure pins in black, brown, blonde and gray colors. This not only aids customers in the selection of the proper shade of pins but encourages them to inspect closely the "textured finish." This patented finish absorbs rather than reflects the light, permitting the pin to blend with the hairdress.

• • •

There has been some talk lately about making it easy for the consumer to clip newspaper and magazine coupons. Class member C. B. Howard, of the Citizens Insurance Company of New Jersey, has submitted to the Schoolmaster a coupon that takes the prize for brevity and inconvenience. In fact inconvenience is carried almost to the final point.

It appeared in an advertisement for golf balls. All the reader had to do was fill in his name and address and his "pro's" name and receive gratis a book containing the rules of golf. "If you want to be prepared to settle arguments on the golf course drop us a line today for Rules of Golf," read the text of the coupon.

It was all very well until the reader started hunting for the exact spot in our broad and fertile land upon which to drop that line. Unfortunately, all the hunting he may have been inclined to do would have been useless, because no company address appeared either in the coupon or anywhere in the advertisement.

It is the private opinion of the Schoolmaster that this advertisement was really inserted by some suffering golfer who wished to punish the duffers by giving them just cause to swear.

• • •

The street car companies of the country, with a few notable exceptions, have been poor advertisers. Yet these companies have at their disposal some very definite advertising angles which are convincing and could be made valuable.

The Schoolmaster is reminded of

Nov. 8

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this by an advertisement which appeared recently in a Mason City, Iowa, newspaper. The copy, which follows, is interesting because of the unusual sales angle:

"Just One Block From
the Car Line"

"How often you hear real estate men use this statement as a means of selling or renting a home . . . being near a car line means being nearer to the business district, near to school and outlying parts of the city.

"It means comfort and traveling convenience in winter and when weather is bad. For everyone realizes that street cars are dependable, safe and economical.

"STREET CAR LINES
INCREASE PROPERTY VALUES

"Perhaps it has never occurred to you that being near a car line actually increases the value of your property . . . but such is the case. Outlying additions, particularly receive many benefits from street car and interurban service.

"You may be considering the

purchase of a home under the provisions of the new Government financing plan . . . if so, when choosing a location consider the advisability of being near a car line.

"When You Buy or Build a
Home . . . Locate Near
a Car Line!

"MASON CITY AND
CLEAR LAKE RAILROAD CO."

From time to time the Schoolmaster has commented on recipe books with the result that the Class has received a number of these books for study.

One of the most interesting is that issued by First National Stores, Inc., large New England grocery chain. Let George L. Moore describe the unusual feature of this book:

"Every recipe in the book is by a customer. We had a contest for pet recipes. Every woman who admits any skill at all in cooking has some one thing upon which she has built quite a little local reputation and we asked the women of New England (in which we



Photographic
illustrations
make new
magazine
readers . . .
open a new
magazine
market.

ORIGINAL WOMEN'S GROUP
NEARLY 2 MILLION FAMILIES

MACFADDEN WOMEN'S GROUP

98%
advertising
revenue **GAIN**
for 1934...

**MERCHANDISING
SALES PROMOTION**
FRANK H. MEEKS
299 MADISON AVE
NEW YORK, N.Y.

help...

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in **PRINTERS' INK**. Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

Advertising Manager for Established Drug Trade Publication

WE want a man with a good head, a good pair of legs and an earnest desire to use both.

He should be able to organize a department that can get the business. The paper itself is well-established with a real record of results.

To the right man there is an opportunity to become a part-owner of the business.

Address in Confidence, "C," Box 284, Printers' Ink.

operate exclusively except for twenty stores in Eastern New York State) to send in the directions for these pet dishes. They poured in by the hundreds. Many of the letters were from customers and a great many people volunteered interesting reactions, from their experience as customers and users of First National foods.

"In the first edition of the booklet we enclosed a sheet containing three coupons on which the recipient of the booklet was invited to write the names of friends who might appreciate a copy. The amazing thing about this booklet is that practically the entire distribution of it has been in this way, through one woman telling another."

Here and there there may be a few women left who are prejudiced against home economists. For them the First National recipe book will have a great appeal. But for that larger number who have found the tested recipes of home economists effective in testing, there will still be an appeal in a book written by fellow housekeepers.

...

Two letters are before the Schoolmaster—neither of which may be identified, although it can be told that each is from a prominent advertiser. Their names are household words in the kitchens of the land. Any child, in fact, who has reached the reading age and is at all familiar with newspapers or magazines has become acquainted with the names of these companies

SKY ADVERTISING

carved a niche of its own in the field of Successful Media
—and it was not a whittling process!

KELLETT SKY ADS

Brief clear messages about your product strikingly portrayed across the Heavens will bring **YOU** the same results enjoyed by our more than 200 satisfied clients.

The cost will surprise you Representatives in Principal Cities

SKY ADS DIVISION

Kellett Autogiro Corporation

Atlantic Building

Philadelphia, Pa.

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Established organization with comprehensive service selling creative lithography, window displays, and direct mail seek experienced associate. No investment. Box 329, Printers' Ink.

New England Special Publishers' Representative with established reputation and list wants associate with his own list to work on co-operative solicitation and expense basis. National magazines preferred. Good proposition for right man. Write fully suggesting basis of co-operative arrangement. Box 323, Printers' Ink.

Do You Need active intelligent representation in New York? Experienced business man now maintaining 5th Avenue office; able to handle details, merchandising seeks connection with or representing some necessary line for established concern where initiative, judgment and integrity are imperative; low compensation, profit sharing or commission basis. Box 324, Printers' Ink.

HELP WANTED

Salesman to contact national firms—food packers, with new, no-cost premium plan. Salary or profit-sharing. Leads furnished. Write, stating fully, experience, references, etc. Box 332, Printers' Ink.

SALESMAN, advertising to handle line of direct mail specialties. Must have experience selling advertising or printing. Commission to start. Reply, stating full qualifications. Box 331, Printers' Ink.

Printing Salesmen—To represent one of largest nationally known Manufacturers of Salesbooks, Manifold Printing, Restaurant checks, Autographic Registers and continuous forms. Full or part time. Address Box 326, Printers' Ink.

WANTED: Young copywriter by a Middle Western manufacturer. Must be able to write interesting, forceful selling copy on ethical line to druggists. Also edit house organ. Give past experience and samples of work. Box 333, Printers' Ink.

ARTIST—ALL-AROUND MAN TO CREATE AND EXECUTE DESIGNS FOR DIRECT MAIL ADVERTISING FROM LAYOUT TO WORKING DRAWINGS required in Art department of successful high-class New York printer. Must be versatile, competent in sane modern tendencies and experienced enough to complete practical work without supervision. Write, giving full details of experience, age, family, religion, salary expected and if samples can be shown later if desired. Confidential treatment assured. Box 334, Printers' Ink.

MISCELLANEOUS

Reproductions of Salesletters, Diagrams, Pictures, Bulletins, Testimonials. \$1.50 per 100; Additional hundreds 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal Street, Walker 5-0530.

SPACE TO LET—Penthouse offices (512 Fifth Ave.). Beautifully decorated for advertising firm. Tremendous sacrifice. 1700 sq. feet or less, at less than \$1.50 a foot. Telephone CH 4-4552, Rouse.

POSITIONS WANTED

College Grad., 23, wishes opportunity to learn advertising from bottom up. Credit, statistical, sales, and research experience. Now employed and studying advertising at night. Box 325, Printers' Ink.

Advertising Man, wide varied experience, direct mail, mail order, sales promotion; 5 years Macfadden Publications, 5 years Laskeys Apparel Chain, 2 years National-Bellas Hess. Reasonable salary. Finkel, 605 Sip Ave., Jersey City, N. J.

Practical young advertising executive, with mechanical and mathematical inclinations, who knows how to effectively employ the tools of his profession to plan and produce result-getting advertising, desires connection with either manufacturer or agency. Box 335, Printers' Ink.

STREAMLINE COPY MEANS SWIFT ACTION ANYWHERE! Young freelance newspaper and radio writer with a flair for creating "tear-drop" dialogue, continuity and fleetly phrased 5th Avenue copy seeks smart store or agency connection London, Paris, or New York. Box 330, Printers' Ink.

Sales Executive Available

Toilet Goods, Food Products: Able consistent operator. One who has excellent record. Can go anywhere. Proposition must be worth-while and stand investigation. Knows chains and how to work with them. Advertising and Sales Promotion experience.

Some company needs this fellow.
Box 327, Printers' Ink.

ADVERTISING, SALES PROMOTION man. Ideas, field sales understanding, merchandising slant to versatile copy and layout; publication, direct mail—campaign organization and production. Newspaper background to recently completed fourth consecutive successful Summer metropolitan campaign for national organization. Interested in campaign job or permanent place—will go anywhere. Salary secondary to opportunity. Please write Box 328, Printers' Ink.

Advertisers' Index

No responsibility is assumed for any omission.

	PAGE
American Exporter	54-55
American Home	81
American Legion Monthly	59
Art Gravure Corp.	101
Ayer & Son, Inc., N. W.	1
Baltimore News-Post	67
Bay City Times	71
Booth Newspapers, Inc.	70-71
Chicago American	22-23
Chicago Daily News	14
Chicago Tribune	120
Child Life	62
Classified Advertisements	117
Des Moines Register and Tribune ..	2
Eastman & Co., R. O.	103
Esquire	74-75
Farmer-Farm, Stock & Home	87
Farmer's Wife	113
Fortune	109
Francis Press, Charles	119
Gibbons, Ltd., J. J.	92
Harper's Bazaar	84-85
Hawley Advertising Co., Inc.	95
Help Wanted "A," Box 282	103
Help Wanted "B," Box 283	102
Help Wanted "C," Box 284	116
Household Magazine	60-61
Indianapolis News	19, 20
Kellett Autogiro Corp.	116
Los Angeles Times	27
Louisville Courier-Journal, Times ..	30
Macfadden Women's Group	115
Meeks, Frank H.	116
Miami Beach Tribune	97
Milwaukee Journal	6
Modern Magazines	111
National Interscholastic Review	89
New York Herald Tribune	107
New York News	34-35
New York Sun	11
New York Times	13
Philadelphia Bulletin	46-47
Pittsburgh Sun-Telegraph	37
Printers' Ink Publications	90-91
Providence Journal & Bulletin	5
Punch	99
Rapid Electrotpe Co.	72
Redbook	42-43
Stuyvesant Group	50-51
This Week	38-39
Thompson Co., J. Walter	8-9
Toronto Star Weekly	69
Weekly Kansas City Star	33
Worcester Telegram-Gazette	29
W T I C	82

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

and would be able to identify the products that they make.

The letters are both dated October 15 and are in reference to recipe booklets which a Class member had requested.

Quoting one letter we find, "Our supply of 'Blank Lessons' booklets is exhausted at the present time, but as soon as reprints come in we will send you one."

From the other letter we read, "We are expecting the Blank recipes in later today from the printers and will be glad to forward you one of them."

As this is written, sixteen days after the letters arrived, the recipe booklets have failed to materialize. It is an old topic, this thing of bemoaning the shortcomings of a manufacturer who fails to follow through in his fulfillment of promises made in the advertising. However, it continues to be one of the liabilities which manufacturers are willing to load upon the back of advertising's budget.

"Such things can never happen to me" is apt to be the thought of a manufacturer who is sitting in at this meeting of the Class. But they can happen and are happening in many a business without anyone's giving a thought to it.

A promise that is made and not fulfilled is bad enough, certainly, when it has to do with a recipe book, but it is much more fruitful of dire things if it has to do with the product itself. Product performance, for example, which fails to come up to the promises made in the advertising may turn out to be a whole flock of unsavory chickens when they come home to roost.

♦ ♦ ♦

Directs "Normandie" Campaign

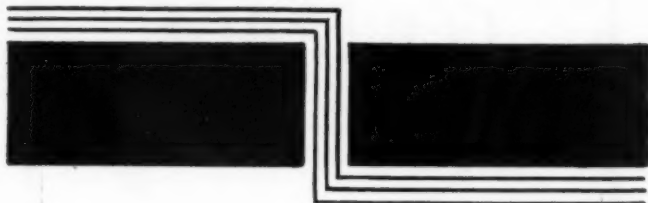
Advertising for the S.S. *Normandie*, the world's largest ocean liner which will make its first trip to the United States in May, will be handled by N. W. Ayer & Son, Inc. This agency has been appointed to handle all advertising of the French Line.

♦ ♦ ♦

Appoints Mitchell-Ruddell-Rudden

The Litchfield, Ill., *News-Herald*, has appointed Mitchell-Ruddell-Rudden, Inc., publishers' representative, as its national advertising representative.

halfway



isn't very far

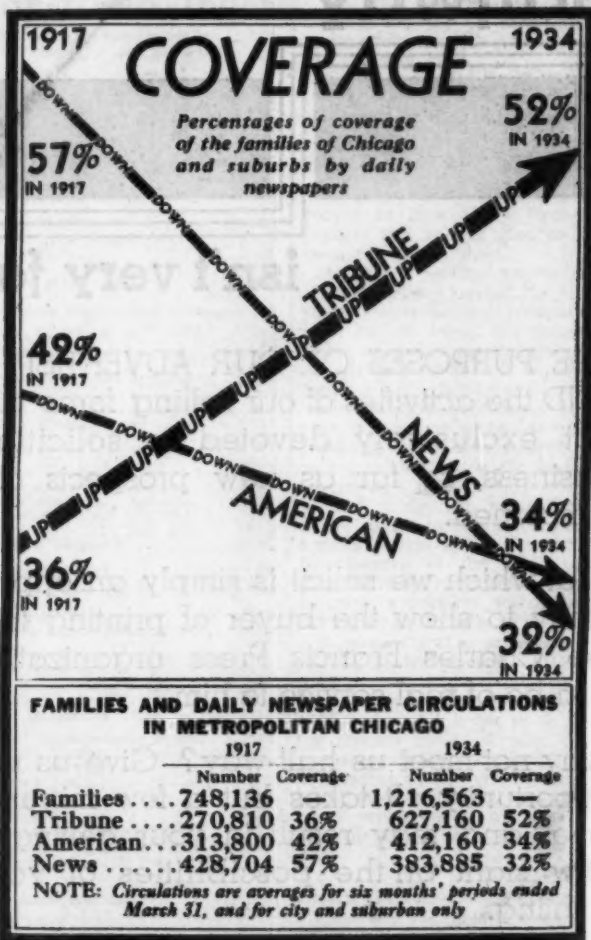
THE PURPOSES OF OUR ADVERTISING AND the activities of our selling force are not exclusively devoted to soliciting business, so far as new prospects are concerned.

That which we solicit is simply an opportunity to show the buyer of printing that the Charles Francis Press organization can be of real service to him.

Why not meet us half-way? Give us this opportunity. It takes but a few minutes' time, and may result in your getting a new slant on the possibilities of your printing.

CHARLES FRANCIS PRESS

Printing Crafts Building
461 Eighth Avenue
NEW YORK CITY



AS A RESULT of building a newspaper which people want, the Chicago Tribune today has the volume of circulation—the market coverage—necessary to do an effective job of advertising at economical cost.